

JENN JONES, MS, CAE, IOM

MISSION-DRIVEN CHIEF EXECUTIVE OFFICER | PROVEN GROWTH & INNOVATION LEADER

ABOUT

Transformational chief executive with 20+ years leading complex membership organizations, foundations, and professional societies through organizational growth, modernization, financial strengthening, and strategic repositioning. Proven record scaling revenue, improving member value, strengthening governance, leading high-performing teams, and navigating politically complex stakeholder environments. Trusted by boards to deliver results during disruption and periods requiring decisive change leadership.

EXECUTIVE SNAPSHOT

- Trusted advisor to boards on governance, strategy, and fiduciary oversight.
- Experience leading both 501(c)(3) and 501(c)(6) organizations and affiliated foundations.
- Oversight spanning membership, education, certification, advocacy, sponsorship, events, and operations.
- Multi-channel revenue leadership across dues, non-dues, partnerships, credentialing, and strategic programs.
- 2024 Associations West Association Executive of the Year and frequent speaker on governance, communications strategy, member engagement, and leadership at statewide and national conferences.

PROFESSIONAL EXPERIENCE

California Water Environment Association (CWEA)

Executive Director / CEO | 2019–Present

Chief executive of the largest statewide member association serving California's water and wastewater sectors, leading a staff of 19FTEs and overseeing a \$7M operating budget. Responsible for strategic planning, membership & certification growth, education strategy, staff leadership, partnership development, modernizing governance, and brand stewardship.

- Led strategic transformation of a 11,000+ member organization through modernization, growth, and renewed market relevance, and strengthened relationships with 17 local sections across California.
- Delivered sustained better-than-budget financial performance while scaling annual budget from \$4.2M to \$7M via revenue diversification, disciplined expense management, and sponsorship growth.
- Increased participation in educational programming from 22% to 74% through needs-based learning strategy and diversified delivery models.
- Improved member Net Promoter Score by +17% through member experience and engagement initiatives.
- Strengthened alliances with utilities, agencies, regulators, educators, and national partners, regularly advocating for workforce issues with the California State Water Resources Control Board.
- Led award-winning rebrand and organizational repositioning that significantly increased visibility and digital engagement.
- Expanded flagship Annual Conference attendance from 1,000 in 2019 to 1,725 attendees in 2026.
- Launched OWEN (Online Wastewater Education Network), one of the industry's largest online training platforms with 300+ courses.
- Oversaw record 2,600+ certification applications, strengthening workforce pipeline and credentialing impact for 7,500 active certification holders.
- Guided organization through COVID disruption, launching rapid-response webinar programming and a successful first-ever virtual annual conference.

American Institute of Architects San Francisco / Center for Architecture + Design

Executive Director / CEO | 2014–2019

Served as chief executive of both the chapter association and affiliated foundation, leading a staff of 9 and managing a \$5M operating budget. Directed strategy, finance, advocacy, membership, public programs, development, and board relations.

- Reversed operating performance from -\$370K deficit to \$100K surplus through new revenue strategy and operational discipline.
- Increased membership retention to 96%, an organizational high.
- Grew membership by 11% through engagement and value-based strategies.
- Reinvigorated lagging organizational partnerships with allied organizations in the AEC sector, creating programming and revenue-generating opportunities.
- Spearheaded relationships with San Francisco Planning Department, Planning Commission, and Board of Supervisors to positively impact the built environment in the Bay Area.
- Drafted and delivered statements on behalf of AIASF at public hearings.
- Contributed organizational commentary on draft design guidelines and regulatory language based on Board and Committee input.
- Worked with volunteer leaders, city partners, and allied nonprofit organizations to develop and/or partner on new revenue streams in support of strategic goals related to education, networking, and increased visibility for built-environment professionals.
- Modernized governance and brought entities into IRS and state compliance.

International Association of Lighting Designers

Director, Integrated Communications + Technology | 2010–2014

Manager, Marketing + Communications | 2006–2010

Led brand, communications, marketing, technology, digital strategy, publications, and staff/vendor teams for an international professional society.

- Directed award-winning global rebrand and website launch.
- Built early social media strategy with measurable advocacy and membership impact.
- Created new non-dues revenue through in-house publications and advertising sales.
- Launched award-winning digital member tools and online engagement platforms.
- Multiple industry awards received for marketing, communications, and media excellence.

EARLIER CAREER EXPERIENCE

SmithBucklin

Marketing & Communications Coordinator

Chicago Historical Society, now Chicago History Museum

Marketing & Communications Manager

Professional Convention Management Association

Production Coordinator

WEMU

Marketing & Development Associate

EDUCATION & CREDENTIALS

Master of Science, Public Service & Nonprofit Administration

DePaul University

Bachelor of Science, Journalism & Sociology

Eastern Michigan University

Certified Association Executive, CAE

American Society of Association Executives

Institute for Organization Management, IOM

US Chamber of Commerce