

# Amy Hager, CAE, IOM

## EXECUTIVE SUMMARY

Strategic communications and organizational leader with deep experience helping mission-driven organizations communicate opportunity, value, and growth across workforce, economic development, association, and community ecosystems. Known for building trust quickly, strengthening organizational clarity, and aligning communications, operations, and stakeholder engagement during periods of transition and growth.

Brings expertise in executive communications, media relations, workforce and community development, organizational positioning, governance, and cross-functional leadership. Trusted advisor to executives, boards, associations, chambers, nonprofits, and service-based organizations navigating growth, public perception challenges, workforce realities, and organizational change.

## CORE EXPERTISE

- Strategic Communications & Messaging
- Executive Communications & Visibility
- Workforce & Economic Development Communications
- Organizational Positioning & Narrative Development
- Stakeholder Engagement & Public Trust
- Media Relations & Reputation Management
- Cross-Functional Leadership & Team Alignment
- Brand Stewardship & Repositioning
- Interim & Fractional Leadership
- Board, Volunteer & Coalition Leadership
- Communications Systems & Workflow Management
- Community & Industry Relationship Building

## PROFESSIONAL EXPERIENCE

### Founder & Principal Consultant

2020 – Present

#### Amy Hager Solutions, LLC

*Strategic communications, executive advisory, and organizational consulting practice serving associations, chambers, nonprofits, and mission-driven organizations. Selected clients include Joyful Business Revolution, Minnesota Credit Union Network, Virginia Council on Economic Education, The RISE Travel Institute, and other organizations navigating growth, positioning, leadership transitions, and communications challenges.*

- Advise executives and organizations on messaging strategy, communications alignment, organizational positioning, and audience engagement.
- Help leadership teams clarify priorities, improve cross-functional communication, and reduce operational and messaging fragmentation.
- Lead executive messaging, media preparation, strategic positioning, communications planning, and stakeholder narrative development.
- Develop messaging frameworks, communications playbooks, organizational positioning strategies, and audience-centered content systems.
- Support organizations navigating growth, rebrands, leadership transitions, workforce communication challenges, and evolving public perception.
- Guide clients through communications strategy connected to workforce development, childcare infrastructure, community impact, economic sustainability, and organizational trust.
- Facilitate collaborative planning and communications alignment across executives, teams, contractors, and external partners.

## **Consultant / Director of Communications**

2019 – 2020

### **Virginia Chamber of Commerce**

*Served as communications strategist supporting statewide business, economic development, workforce, and public policy priorities.*

- Supported strategic communications initiatives tied to workforce development, economic growth, events, and statewide business engagement.
- Helped strengthen the Chamber's public positioning and stakeholder communications across the Commonwealth of Virginia.
- Collaborated with executive leadership on messaging, communications planning, and visibility initiatives.
- Contributed to statewide communications efforts that supported Virginia being recognized as the Best State for Business.

### **Director, ConsensusDocs**

2017 – 2019

#### **Associated General Contractors of America (AGC)**

*Provided strategic leadership for communications, operations, business development, technology modernization, and organizational growth for a coalition generating more than \$1.2 million in annual revenue.*

- Helped stabilize and strengthen an organization experiencing fragmented communication systems, unclear priorities, and leadership overwhelm.
- Increased annual revenue from approximately \$750,000 to \$1.2 million through strategic positioning, operational alignment, relationship development, and organizational restructuring.
- Unified fragmented departmental communications into a more aligned organization-wide communications and messaging structure.
- Guided leadership on strategic messaging, organizational positioning, and stakeholder communications.
- Led technology and systems modernization initiatives to improve communications, product development, operational workflows, and long-term growth capacity.
- Managed and collaborated with cross-functional teams, coalition stakeholders, contractors, and industry leaders across multiple organizations.
- Supported executive communications, presentations, public-facing messaging, and coalition engagement efforts.

### **Executive**

2016 – 2017

#### **Management Solutions Plus (MSP)**

*Served as Executive Director for the Landscape Contractors Association of Maryland, DC, and Virginia*

*Provided executive management, communications leadership, and organizational strategy support for regional, national, and international associations and nonprofit organizations.*

- Served in executive and interim-style leadership capacities for multiple organizations simultaneously.
- Managed communications, operations, membership engagement, governance support, and strategic planning initiatives.
- Worked closely with boards, volunteers, and leadership teams to improve organizational clarity, communications effectiveness, and stakeholder engagement.
- Supported workforce, industry, and community-facing organizations through periods of transition and strategic growth.

## **Executive Director**

2012 – 2016

### **Bed & Breakfast Association of Virginia**

*Led all operations, communications, membership, marketing, strategic growth, and stakeholder engagement efforts for a statewide tourism and hospitality association.*

- Spearheaded a major organizational repositioning and rebrand from the Bed & Breakfast Association of Virginia to StayVA.
- Helped modernize a 25-year-old association model to better align with evolving digital consumer behavior and industry disruption from platforms such as Airbnb and VRBO.
- Strengthened organizational relevance, membership engagement, events, and public positioning through strategic communications and narrative development.
- Managed board relations, volunteer leadership, statewide stakeholder communications, media relations, and public-facing messaging initiatives.
- Oversaw and implemented integrated marketing and communications strategies based on audience behavior, data, and evolving industry trends.
- Served as spokesperson and public representative for the organization.

## **Senior Manager of Communications & Member Services**

2010 – 2015

### **Satellite Broadcasting & Communications Association (SBCA)**

*Led communications, events, and member engagement strategy for a national trade association serving the consumer satellite industry.*

- Directed integrated communications and marketing strategies supporting membership growth, stakeholder engagement, and industry visibility.
- Supported media relations, public communications, event promotion, and industry-facing messaging.
- Helped grow membership by 40% through strategic communications and stakeholder engagement efforts.
- Managed conferences, events, communications materials, and cross-industry collaboration initiatives.

## **Marketing Communications Specialist**

2008 – 2010

### **Associated General Contractors of America (AGC)**

*Supported communications, marketing, and member engagement initiatives for a national association representing more than 35,000 construction industry members.*

- Wrote and managed marketing communications, newsletters, member messaging, and promotional campaigns.
- Coordinated communications across departments, chapters, vendors, and stakeholders.
- Helped support cross-functional communications initiatives and organizational engagement strategies.

## **TEACHING & PROFESSIONAL LEADERSHIP**

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### **Faculty Instructor & Presenter**

Ongoing / Scheduled

*Institutions: Institute for Organization Management (IOM) - US Chamber of Commerce, Western Association of Chamber Executives (WACE), Mid-America Chamber Executives (MACE), Virginia Association of Chamber of Commerce Executives (VACCE), Associations North, California Society of Association Executives (CalSAE), Texas Society of Association Executives (TSAE), Wyoming Association of Chamber of Commerce Executives (WACCE).*

**Topics: Marketing strategy, community building, strategic communications, and communicating through the media.**

## COMMUNICATIONS FOUNDATION

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Nearly a decade of experience in radio broadcasting, journalism, public relations, and publishing. Developed deep expertise in storytelling, interviewing, media relations, audience engagement, public speaking, and message development that directly informs executive communications and organizational leadership today.

**Public Relations Director** | Wet Apple Media

**2006 – 2008**

**On-Air Radio Talent** | Three Eagles Radio & Clear Channel Communications

**1999 – 2005**

## EDUCATION & CREDENTIALS

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**Certified Association Executive (CAE)**

**Institute for Organization Management (IOM)** | US Chamber of Commerce

**Bachelor of Arts, Mass Communications & Journalism** | Minnesota State University