QUESTION To The Candidates

Q: PPAI is the trusted leader delivering essential knowledge, resources and community to ensure the success of our members and the industry.

As the industry’s largest nonprofit trade association, PPAI’s membership continues to grow and diversify. The current membership of over 14,000 companies represents businesses of all sizes, specialties, product categories, structures and go-to-market strategies.

How should PPAI best use its limited resources to fulfill its overall mission of protecting and growing the industry while simultaneously ensuring the success of a diverse and sometimes disparate constituency?

A: PPAI’s board works in concert with PPAI staff and an engaged pool of talented volunteers to own and execute the overall mission by way of the Strategic Plan. This process creates a valuable feedback loop that’s used to hone the Strategic Plan in the best interest of the industry and for you, the PPAI membership. I’ve been a student of this process for years and believe that it creates the highest and best use of limited resources while maintaining a laser focus on:

Each goal is critically important. However, we’ve only begun to scratch the surface of goal No. 3, Developing and Leveraging Strategic Foresight. It would be my ambition to curate information, tools, trends, data, and examples of success so that a disparate constituency may filter and determine how to best innovate for the future of a rapidly changing and digitally focused marketplace.