

Honor Allison Lind, MPA

Candidate for Director of Marketing and Communications



Vision

My vision for INCOSE's marketing and communications area is to expand the existing marketing efforts and tell the story of INCOSE's vision and mission. INCOSE has a brilliant mission which is to promote a better world through systems approaches. Marketing's goal should be to position the organization as the leading champion of that vision.

It is my goal to create integrated marketing campaigns that bring awareness and support to all the sectors of INCOSE to support working groups, chapters, and membership. By telling the story of INCOSE, we can showcase the multiple resources and the value of active participation in the organization. It is important to work as a team to collaborate and bring unity to brand awareness for cohesive marketing to achieve the goals of INCOSE and to fulfill the mission and vision of INCOSE.

Marketing starts with the story that defines the unique mission and function of an organization. Creating integrated, holistic approaches and campaign strategies that promote the vision and mission support achieving the goals of the organization.

By using my academic and professional background in nonprofit development, fundraising, marketing, and management, I can work closely with INCOSE leaders to create strategic marketing campaigns that attract new members and more deeply engage existing members, resulting in growth and the ongoing achievement of the goals of the organization.

In general, my approach would be to tell the story of INCOSE in new ways, by developing strategic marketing campaigns which will help further define, brand and position INCOSE, both internally, and in the global community. Last year I began working with INCOSE to develop a new member engagement program, and I still believe that new members, and their successful engagement with INCOSE's groups, programs, and events, will be key to our continued growth and success.

As an example, here are some of the campaigns that I believe would benefit INCOSE:

1. New Members Campaign (going both deeper into the systems engineering community and broader across industries)
2. Membership Conversion Campaign (e.g., associate members to full members)
3. Retention Campaign (focused on our newest members)
4. Value Contribution Campaigns (showcasing our industry-leading groups, resources, events, and publications)
5. Public Relations (bringing attention to our accomplishments, thought leaders and contributors)

Bio

My background includes over 25 years of marketing and business development experience with a focus on nonprofits and associations, working with them to promote their vision and mission and meet the goals and objectives of the organization, especially in the areas of marketing, public relations, membership, and business development. My approach is to create campaigns that capture the stories of the organization. I welcome the opportunity to create integrated systemic approaches to marketing that

includes public relations, digital marketing, advertising, marketing strategies into a cohesive branding for INCOSE.

Recently, I served as the Director of Business Development for IISE—the Institute for Industrial and Systems Engineering. This full-time staff position gave me a real sense for the engineering world and systems engineering in particular. So, while I'm a new member of INCOSE, I already have significant experience working with systems engineers. I also worked for Naylor Association Solutions, a company that serves professional associates including INCOSE.

Academically, my undergraduate degree is in communications, and I followed this up with a degree in studio art, and then a master's degree in public administration, focusing on the management of nonprofit organizations.

My early career was as Director of Marketing and Public Relationships/Education Coordinator for the Savannah Symphony, a \$3.1 million nonprofit organization. There, I was responsible for corporate and community development, marketing, and public relations. Working with a small nonprofit like this, I worked in many different roles. I managed scholarship fundraising, all corporate and media sponsorship, as well as the development, creation, and management of all promotional advertising campaigns and branding for the symphony as well as outside partnerships.

Throughout my career, I've worked as a consultant for numerous other associations and nonprofits and gained broad experience and perspective on how to develop people, processes, and tools in a nonprofit environment. I worked with organizations including Nonprofit Academy, Friends of Land Between the Lakes, Friends of Music, The American Advertising Federation, Savannah Tourism and Leadership Council, March of Dimes Blue Ridge Division, Savannah Chamber of Commerce, Ronald McDonald House, CASA, Roanoke Children's Theatre, Savannah Children's Theatre along with several women's shelters in Virginia, Kentucky, Tennessee, and Georgia.