

Will Gilchrist

Membership Executive · Most recently Director and Head of Membership, Scrum Alliance

A membership executive who builds strategy from what members say, and delivers the renewal and revenue results to prove it. Nearly 15 years in association membership.



\$6M

membership program for 350,000 members in 187 countries

\$250K

above budget after the renewal rebuild

\$100K

in new non-dues revenue in year one

42

member NPS, double the association benchmark set by industry research

Unanimous

Board approval of a RIMS bylaws change

Nearly \$500K

Board-approved RIMS chapter investment, the largest in the Society's history

SELECTED WORK

Rebuilt renewal as a business system

Rebuilt a four-email renewal campaign into a 20-touchpoint, five-channel system with a cross-functional team. The result was \$250,000 above budget, the highest single-month renewal rate in Scrum Alliance's history, and the highest annual renewal rate since 2022.

Launched the first formal member benefits program

Built the business case from member research, brought on more than 15 partners and secured a \$50,000 inaugural sponsorship with Miro. Year one brought \$100,000 in non-dues revenue and 60,000 member interactions.

Made chapters a Board-level investment

Built the global chapter strategy at RIMS across 80 chapters and more than 500 volunteer leaders. Secured nearly \$500,000 in Board-approved investment in chapter technology and governance.

Built the forecasting to see problems early

Built the forecasting model, engagement scoring and dashboards behind renewal strategy, and wrote the requirements for an AI monitoring layer. Traced part of a renewal decline to a campaign-targeting error and corrected it mid-campaign, and the segment recovered.

Opened chapter leadership at RIMS

After an intensive period of research and conversations with member leaders and executive stakeholders, won unanimous Board approval of a bylaws change that opened volunteer leadership to members the old rule excluded.

Gave 108 volunteer communities formal standing

Put formal governance in place for 108 User Groups serving 112,000 members in 46 countries. Launched the first sponsorship program (more than 50 events and more than 3,000 attendees) and the first recognition program.

"Data tells you what, relationships tell you why."

CAREER

2024 to 2026	Director and Head of Membership , Scrum Alliance (reporting directly to the CEO)
2023 to 2024	Director, Member and Chapter Engagement , RIMS
2022 to 2023	Associate Director, Member Engagement , RIMS
2015 to 2022	Chapter programs, member relations and certifications roles, RIMS

RECOGNITION AND EDUCATION

2019 Young Leader Award, Metro New York Society of Association Executives
Chair, Association Advisory Council, Gamma Iota Sigma
Certified Scrum Master (CSM)
Google AI Essentials; Scrum Alliance AI Literacy (2026)
Multi-agent AI system on Claude Code (2026)
B.A., Political Science, Roger Williams University

Gig Harbor, WA (open to remote roles)

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