Will Gilchrist, AAiP

Global Membership Executive | Membership Strategy | Volunteer & Community Engagement | CAE Candidate
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PROFESSIONAL SUMMARY

Global membership executive who reported to the CEO and brought membership strategy to the Board, accountable for a $6M program serving 350,000 professionals in 187 countries. A strategist and facilitator with nearly 15 years of experience who builds strategy from what members say, then leads cross-functional teams and takes ownership of the renewal, revenue, and community-centered results. Delivered record renewal performance at Scrum Alliance, an 8% renewal increase at the Risk and Insurance Management Society (RIMS), Board approval for the largest chapter investment in RIMS history, and a unanimous Board vote for volunteer leadership reform. In 2026, designed and directed a multi-agent AI system on Claude Code. CAE candidate, with the exam planned for May 2027.

CORE COMPETENCIES

STRATEGIST
Membership & Lifecycle Strategy
Budget Ownership & Dues Modeling
Membership Analytics & Forecasting
Non-Dues Revenue & Partnerships

FACILITATOR
Chapter Network Leadership & Governance
Volunteer Community Development
Cross-Functional Team Leadership
Member Experience & Digital Platforms

MEMBER ADVOCATE
Board Relations & Executive Communication
Member Research & Satisfaction Measurement
Member Engagement & Retention
Member Acquisition & Reactivation

PROFESSIONAL EXPERIENCE

Scrum Alliance
August 2024 – October 2026

Director and Head of Membership | Seattle, WA/Remote

Led a $6M membership program serving 350,000 certified professionals across 187 countries, reporting directly to the CEO and owning the full membership budget, dues forecasting, member acquisition, onboarding, and vendor relations. Directed the contractors, agencies, and staff project teams that carried out the membership plan.

- Rebuilt the member renewal program, turning a four-email campaign into a 20-touchpoint system across five channels and leading a team from marketing, technology, data, and finance. Delivered $250K above budget and the organization's highest-ever renewal month, pushed annual renewal to its highest level since 2022, and achieved a member NPS of 42, compared with a sector median of 21.
- Synthesized member feedback and research into member personas for 50,000+ new members a year, then built the business case and launched the organization's first member benefits program, onboarding 15+ partners and generating 60,000 member interactions and $100,000 in non-dues revenue in year one. Secured the inaugural $50K Mission Sponsorship with Miro.
- Formalized governance structures across 108 volunteer-led communities serving 112,000 members in 46 countries, securing annual agreements with 75% of active groups. Launched the network's first sponsorship program, which had driven 50+ events and 3,000+ attendees since inception, and created the organization’s first volunteer recognition and community awards program.
- Built the forecasting model, engagement scoring, and dashboards that drove renewal strategy and surfaced at-risk segments before they lapsed, and partnered with the development and IT teams to deliver an AI monitoring layer. Identified a campaign-targeting error the organization had attributed to market fatigue, corrected it mid-campaign, and recovered the affected segment.

Risk and Insurance Management Society (RIMS)
March 2015 – August 2024

Nearly a decade at a global professional society of more than 5,000 member companies and 200,000 risk professionals across 75 countries. Held six positions and earned five promotions across membership, certification, and chapter leadership, rising from Member Program Associate to Director, Member and Chapter Engagement.

Director, Member and Chapter Engagement | Seattle, WA/Remote *January 2023 – August 2024*

Led membership strategy, chapter engagement, and community programs, reporting to the Chief Member Experience Officer and owning $2M+ in annual revenue and member acquisition goals.

- Restructured the three-person membership operations team serving as the first point of contact for 200,000 risk professionals worldwide, with ownership of the full billing cycle, renewal processing, member questions and escalations, and member data. Mapped team priorities to specific renewing cohorts and built real-time performance reporting, which contributed to an 8% year-over-year increase in member renewal.
- Tracked member interactions and monthly support trends to bring in automated support for routine requests, freeing the team to offer white-glove service to members with more complex needs.

- Partnered with IT to overhaul the association management system (AMS) and the member data it collected, and simplified the join and renewal process for members.
- Built RIMS' global chapter network strategy and secured nearly $500,000 in Board-approved investment for chapter technology and governance, the largest in the Society's history. Modernized financial management across 80 chapters worldwide and expanded member participation through governance reform.
- Advocated for expanding volunteer leadership eligibility to the Board of Directors following years of member research and chapter consultations. Won unanimous Board approval of the bylaws amendment, opening chapter leadership to members who had been ineligible.
- Developed revitalization roadmaps for struggling chapters and set up officer succession practices to recruit and prepare their next leaders.
- Led the redesign of the RIMS online member community platform, raising member satisfaction (CSAT) from 80% to over 90%.
- Delivered chapter leadership workshops at four RIMS annual conferences, emceed three RIMS Leadership Forums, and presented on membership and the member value proposition at regional conferences and chapter events.

Associate Director, Member Engagement | Seattle, WA/Remote *June 2022 – January 2023*

- Managed relationships with 600 risk leaders, incorporating their feedback into member engagement and retention strategies and executive decision-making.
- Partnered with marketing, technology, and AMS leadership to redesign the member experience portal, achieving a 5% year-over-year increase in member retention.
- Led planning for the annual leadership retreat and served as its emcee, growing attendance from 40 to 120 member leaders, committee chairs, and Board members. Introduced volunteer-led sessions that showcased proven approaches to chapter engagement, strategic planning, and event management.

Senior Member and Chapter Programs Manager | New York, NY/Remote *January 2020 – June 2022*

- Adapted chapter and community programming during COVID-19, transitioning in-person events to virtual formats across a global network of 80 chapters. Delivered more than 150 virtual chapter events drawing over 5,000 attendees while sustaining engagement and continuity through the pandemic.
- Managed the RIMS online member community, serving 6,000 active users and nearly 30,000 annual visitors, and continuously improved the platform experience in partnership with technology and vendor teams.
- Oversaw three annual scholarship programs honoring more than 100 students and led a global student competition to engage the next generation of risk professionals.
- Designed and led the leadership development program for volunteer officers across 80 global chapters, delivering skills workshops and strategic planning sessions that prepared chapter leaders to govern their boards and manage their budgets.

Member Relations Manager | New York, NY *September 2016 – January 2020*

- Served as the primary staff liaison for 80 global chapters, supporting officer transitions, governance compliance, and health assessments within a distributed volunteer network.
- Led three internal volunteer committees aligned with RIMS' strategic priorities, serving as the operational liaison among volunteer leadership, executive staff, and the Board of Directors.
- Directed student and emerging professional programs, including an annual global scholarship and a student competition that created a pipeline into the risk management profession.

Certifications and Designations Manager | New York, NY *January 2016 – September 2016*

- Partnered with senior leadership to design criteria, processes, and launch infrastructure for the organization's first risk management certification program.
- Served as program owner for the Canadian Risk Management Designation, liaising with testing centers, students, and educational organizations to ensure the designation's integrity and expand the credential's reach into non-traditional communities.

Member Program Associate | New York, NY *March 2015 – January 2016*

- Built foundational expertise in membership data, maintaining CRM integrity and providing detailed analysis for a database of 10K members and 50K contacts.

EDUCATION, CREDENTIALS & RECOGNITION

B.A., Political Science – Roger Williams University, Bristol, RI (May 2011)
CAE Candidate – American Society of Association Executives, exam planned for May 2027
Association AI Professional (AAiP) – Sidecar, November 2026
Google AI Essentials – Google, September 2026 (ID: RD92RFYSFEY0)
Chair, Association Advisory Council – Gamma Iota Sigma (June 2022 – June 2023)
2019 Young Leader Award – Metro New York Society of Association Executives (NYSAE)
Certified Scrum Master (CSM) – Scrum Alliance, September 2024 (Credential ID: 1990260)