

GEORGE BREEDEN, CAE

Executive Advisor

Hartman Executive Advisors

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George has close to 30 years of experience in the business and technology sector with more than 24 years specifically serving not-for-profit organizations. He has worked in a wide variety of disciplines and is considered a leading expert on not-for-profit technology and effective business operations.

George has specialized in helping organizations get the most from their current resources, which includes effective facilitation, team building and vendor remediation. This has included helping organizations understand how to better leverage their existing data for improved prospecting and membership retention in particular. George has helped a large number of organizations significantly increase the level of service provided to their constituents without needing to increase staffing.

George has a Bachelor of Science degree from Excelsior College, a Master's degree in Nonprofit Management and a Masters of Business Administration from the University of Maryland University College. Additionally, George is a Certified Association Executive and is actively involved with a number of nonprofits as a volunteer, including ASAE's Executive Management Council, past chair of ASAE's Ethics Committee and as a volunteer ski patroller, at Canaan Valley, WV.