

WILLIAM PAWLUCY, IOM, CAE, MPA, MBNQA

Founder and CEO

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William Pawlucy, IOM, CAE, MPA, MBNQA serves as founder and CEO of Association Options, a global management consulting firm which helps nonprofit associations in strategic planning, board training, leadership alignment, management assessments and searches, and special long-term projects. Bill has almost two decades of experience working with nonprofits as a chief staff executive and a consultant. His clients include the National Association of REALTORS®, the American Dental Association, Public School Employees of Washington, the United States Tennis Association, the American Institute of Architects, the Idaho Department of Lands, the National Association of Home Builders, the Gem County Chamber of Commerce, the Council of Western State Foresters, the American Urogynecologic Society, and many others.

Prior to launching his company, Pawlucy served as Director, Sales Channel Development for TD Ameritrade. His key role was to build a “company within a company” for the organization. He also served as CEO/president of Amedco, a medical certification/accreditation management company; vice president of new client development at SmithBucklin; and second in command of another top-five association management company. For the media giant Viacom, he was a pioneer for the development of the retail entertainment arm in Central Europe and Asia. He holds a master’s degree in public administration (MPA), is a certified association executive (CAE), and a U.S. Chamber of Commerce Foundation Institute graduate and faculty (IOM). Association Trends Magazine also awarded him the Young & Aspiring Association Executive honor.

Bill also served as a board member on the National Board of Examiners to the Malcolm Baldrige National Quality Award as an appointee to the United States Department of Commerce and NIST. Bill is trained in the proven improvement and innovation framework, which focuses on an integrated approach in the following key management areas:

Leadership

Strategic Planning

Customer Focus

Measurement, Analysis, and Knowledge Management

Workforce Focus

Operations Focus

Results