

# ARTESHA MOORE, CAE

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Artesha Moore is the Vice President of Affiliation, Engagement, and Membership at AGU—American Geophysical Union located in Washington, DC. AGU is the largest global society of Earth and space scientist with more than 60,000 members. Artesha's primary responsibility for developing strategies to broaden and deepen engagement with scientists through their career span from K-12 to retirement. Throughout her career, she has guided the integration of million dollar online educational systems and other web technologies while significantly increasing membership for various professional societies and associations. She believes in using data and technology to break down organizational silos and motivate her colleagues to exceed organizational goals.

In Artesha's 19 years of experience in association management, she has helped associations set and exceed aggressive membership and volunteer engagement goals. Using a hands-on approach, she aligns people and technology in innovative strategies and industry best practices to bring about positive change within the association and the community. She has a knack fixing uncommon problems by working from the inside of the problem out. More importantly, she spends time mentoring the next generation of leaders by pushing them to find their own solutions to common and un-common problems.