

# KYLE SEXTON, IOM

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Kyle Sexton is an award-winning marketing strategist and international speaker and author on the topics of membership development, marketing and innovation. He was recognized in 2011 by *Chamber Executive* magazine as one of the most influential innovators in the chamber of commerce industry.

Kyle is the author of:

- *Remembership - New Strategies for Remarkable Membership Organizations*
- *Follow You Anywhere - 22 Little Lessons for Team Leaders*

Kyle is the chamber community's foremost authority on membership tiers, and guides organizations through the transition from a traditional dues method to value-based tiers. His research and methods have been featured in industry publications, as well as national conventions and regional conferences.

Formerly the director of business development for the Salem Area Chamber of Commerce, Kyle was recognized as the 2007 Chamber Staff Person of the Year by the Western Association of Chamber Executives. Kyle's innovative "Face2Face" platform on SalemChamber.org propelled the site to be the top-ranked local or regional chamber of commerce site on the web, as measured by Alexa.com. His innovations have been featured in *The Wall Street Journal*.

Kyle has served as faculty for Institute for Organization Management since 2008:

- University of Arizona
- Loyola Marymount University
- Villanova University
- University of Wisconsin
- University of Georgia

He leads courses on:

- Marketing Strategies
- Membership Development
- Communications
- Technology
- Sponsorship

Kyle is a former faculty member for the Western Association of Chamber Executives (WACE) Academy, and former member of the Board of Directors of The American Chamber of Commerce Executives. He also served as Chair of the Membership Development Advisory Board. He is a Lifetime Achievement Award recipient from ACCE's Circle of Champions sales division with over 1,000 memberships sold.

He has been marketing and selling memberships since 1996. Prior to working in for chambers of commerce, he was the Director of Marketing & Corporate Services for a chain of Gold's Gym locations in Western Oregon. His work was honored with the 2001 Gold's Gym International Award for Outstanding Advertising from among 600 franchises worldwide.

Kyle received the 1994 Pioneer Award for his first business venture, a College Pro Home Painters franchise which he operated for 2 years while attending the University of Oregon.

Kyle lives in Salem, Oregon, with his son, Wyatt.