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Tamela Blalock is a Principal at Blalock Consulting where she serves as a consultant for associations and DMOs in the areas of next-gen governance, revenue generation strategies, and equity/diversity/inclusion strategic management.

Most recently Tamela also served as the Executive Director of the Academy of Pelvic Health Physical Therapy (APHPT), a medical association where she evolved the governance structure, business development operations, and the strategic plan to ensure relevancy with millennial and Gen Z practitioner communities. Highlights also include a successful membership vote to change the name to the Academy of Pelvic Health Physical Therapy from the previous name of Section on Women's Health.

Prior to joining SoWH, Tamela was the Senior Director of Membership Services at the National Association of Wholesaler-Distributors (NAW), where she had a solid track record of increasing non-dues revenue margins across nine portfolios of corporate targets. Earlier in her career, she was recruited to the Central Intelligence Agency (CIA) as a college sophomore; served as a Sales Specialist for the Washington, DC NFL Football Team; served as Assistant Director of Sales and Marketing for GWU Conference Housing; served as National Sales Manager for San Jose Convention & Visitors Bureau; and as Manager of Consulting Business Development at SmithBucklin.

Tamela earned a bachelor's of science degree in Marketing from Georgetown University and a master's in business administration in tourism administration from the George Washington University.