

Alex Land, CEM

Alexandria, VA | 202.286.8965 | alexland@gmail.com | [linkedin.com/in/alexland](https://www.linkedin.com/in/alexland)

PROFESSIONAL SUMMARY

Proven leader with deep association, tourism marketing, and event expertise, leads growth through innovative sponsorship and membership strategy.

PROFESSIONAL EXPERIENCE

Director, Partner Engagement

Edison Electric Institute – Washington, DC | 2024 – Current

- Leads non-dues revenue strategy for all EEI conferences and events – approx. \$3.5mil annual revenue, including pipeline development, sales, and post-sale support across 8 individual conferences
- Doubled flagship Annual Conference revenue from \$1.3m to \$2.6m over 2 years via creation of new categories, identifying data-driven growth areas, and converting associate members to new sponsors
- Leads EEI Associate Membership program, including all sales and relationship management, creating annual engagement plans that incorporate advertising and event sponsorships
- Serves as primary point of contact for 200+ partners, working directly with customer c-suite
- Hired, trained, and manages sales manager, including KPI development, daily sales coordination
- Leading in-progress event colocation strategy, represents EEI at partner events
- Leads reporting for non-dues revenue, including reporting and forecasting, distribution to internal stakeholders, and financial collections process
- Provides cross-functional leadership across multiple internal teams tied to revenue and strategy

Director, Membership

National Ready Mixed Concrete Association – Alexandria, VA | 2020 – 2023

- Led growth and retention process for 600+ associate membership program, including core members and associate members
- Reversed multi-year membership decline, achieving constant 10% year-over-year growth
- Implemented executive onboarding program for new members, resulting in 95% new member retention
- Overhauled value proposition and marketing campaigns in conjunction with agency partners, enhancing external visibility and engagement
- Delivered executive-level reporting covering KPIs, industry trends and strategic recommendations

National Sales Manager

Las Vegas Convention and Visitors Authority – Washington, DC | 2015 - 2020

- Generated 700K+ annual visitors (\$1.2B economic impact) via targeted sales to associations, esports, technology, and major exhibition organizers.
- Served as primary liaison between east coast citywide organizers and the Las Vegas hospitality community
- Collaborated with Las Vegas hospitality stakeholders to execute successful client site visits, experiential events, and strategic marketing initiatives.
- Successfully launched high-profile client events, significantly increasing stakeholder engagement

Earlier Experience

American Staffing Association, Senior Manager, Enterprise Accounts (2020)

National Trade Productions, Account Executive (2013 – 2015)

Global Experience Specialists (GES), Sales Manager (2009 – 2013)

Education & Certifications

B.S., Hospitality & Tourism Management, University of Central Florida

Certified Exhibition Manager (CEM), International Association of Exhibitions & Events