

Jason W. Rupp

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Association Executive: Fueling Growth With Mission-Driven Strategy

Mission-Driven Leader Advancing Growth, Engagement & Impact Across the Life Sciences Ecosystem

Accomplished association executive with 20+ years advancing life science associations through governance leadership, membership innovation, and financial stewardship. Known for building stakeholder coalitions to elevate member value, expand advocacy influence, and drive mission-aligned growth. Experienced in expanding regional and national reach, strengthening board partnerships, and delivering high-impact conferences and educational programs.

Career Achievements

- **Expanded regional presence across 7 Southeastern states** through partnerships, conferences, and member programs.
- **Rebranded major life sciences association**, unifying teams and launching a new identity at flagship conference.
- **Increased membership dues revenue 67% (\$14M to \$23.5M)** by strengthening the value proposition and recruitment strategy.

Areas of Expertise

Membership Strategy | Sponsorship & Non-Dues Revenue | Board & Committee Engagement | Governance & Bylaws | Advocacy & Government Relations | Volunteer Leadership | Conference & Event Strategy | Strategic Planning | Financial Stewardship | Member Value & Retention | Stakeholder Collaboration | Chapter & Regional Management | Public Speaking

Executive Experience

Wealth Consultant, Life Science Wealth

May 2024 — February 2025

Chief Operations Officer (COO)

May 2023 — May 2024

Georgialife Sciences

Atlanta, GA

Led membership, sponsorship, and fundraising efforts, restoring revenue and elevating organizational profile. Strengthened board engagement and cross-functional collaboration to rebuild stakeholder confidence and advance the association's mission.

- **Governance & Strategy:** Advised CEO and board on governance strategy and successfully transitioned Georgia Bio back to independent status after prior merger.
- **Conference & Event Leadership:** Relaunched regional investor conference (RESI) in Atlanta, drawing 400+ attendees and expanding member and sponsor engagement.

Head, Business Development

January 2022 — October 2022

Acclinate, Inc.

Atlanta, GA

Hired as the first business development leader at a digital health company advancing health equity in clinical research. Built national sales pipeline, enhanced brand visibility, and generated \$1.5M Q4 pipeline with 100+ pharma and CRO leads.

- **Sales Strategy & Market Expansion:** Advanced health equity mission by building a national pharma / CRO sales pipeline, securing 100+ leads, and driving \$350K in Q3 2022.

President

February 2015 — January 2022

Southeast Life Sciences

Atlanta, GA

Led regional life sciences association (unified SEMDA + Southeast BIO) with full P&L oversight, driving growth strategy, brand expansion, and revenue growth across 7 Southeastern states.

- **Regional Expansion:** Transformed organization from Atlanta-centric to Southeastern-wide, hosting pitch events and annual conferences in 7 states to boost member engagement.
- **Strategic Partnerships:** Launched SEMDA Medtech Alliance, uniting 7 state associations to strengthen collaboration, co-marketing, and conference participation.
- **Revenue & Sponsorship Growth:** Increased conference sponsorship revenue by 67% over 8 years; cut costs by ~50% through strategic vendor negotiations, making the event a core revenue driver.

- **Association Integration:** Led long-delayed SEMDA and Southeast BIO unification, developing pro forma models and aligning governance to form Southeast Life Sciences.
- **Crisis Leadership:** Sustained operations through COVID-19 by swiftly pivoting to virtual and hybrid events, maintaining member engagement, and retaining sponsor commitments.
- **Program Innovation:** Introduced Medtech Women@SEMDA, SE Color, and SE Surge initiatives, generating ~\$100K / year in non-dues revenue and expanding program impact.

Vice President, Business Development | Board of Directors AdvaMed Medtech Conference

AdvaMed

2013 — 2015
Washington DC

- Directed global membership strategy at leading MedTech trade association, overseeing recruitment, retention, and board engagement. Led Membership Committee and drove \$31.3M in dues revenue.
- **Dues Strategy:** Executed first comprehensive dues restructuring in AdvaMed’s 40-year history, using financial modeling and board presentations to modernize revenue structure.
 - **Membership Acquisition:** Exceeded new member revenue targets, securing \$2M in 2013 and \$1.5M in 2014 (20% and 10% above goal) through segmented recruitment and strategic board engagement.
 - **Board Engagement:** Strengthened Membership Committee effectiveness, working closely with board members and key opinion leaders to shape recruitment strategy.
 - **Team Leadership:** Guided cross-functional membership team, improving retention and aligning outreach efforts to support long-term sustainability.
 - **Relationship Management:** Achieved a 97% dues collection rate by April 2014—a 45% improvement over the 5-year average—by implementing a proactive retention strategy with mid-year check-ins and pre-renewal outreach.
 - **Brand Visibility:** Established first-ever organizational booth at the annual conference as a central hub for member engagement, policy discussions, and recruitment, contributing to a 20% increase in dues revenue and 97% member retention.

Managing Director, Membership & Market

Biotechnology Innovation Organization (BIO)

2003 — 2013
Washington DC

- Led global membership and marketing strategy at the world’s largest biotech association, effectively rebuilding recruitment, retention, and brand strategy following significant team turnover.
- **Revenue Growth:** Increased membership dues revenue by 67% over 8 years, from \$14M to \$23.5M, through integrated recruitment, retention, and value enhancement strategies.
 - **Organizational Rebranding:** Unified fragmented departmental brands through a 3-year cross-functional initiative; launched a new identity at the 2008 convention with full executive buy-in.
 - **Team Rebuilding:** Rebuilt and realigned a high-performing membership team following leadership turnover, accelerating growth, and improving performance.
 - **Brand Repositioning:** Shifted BIO’s perception from conference organizer to full-service industry association by launching a cross-departmental showcase at the annual convention, amplifying policy and member services to over 20,000 attendees.
 - **Stakeholder Alignment:** Persuaded the final holdout in a major rebranding effort by leveraging culturally sensitive research, securing buy-in to launch a unified global brand.
 - **Member Engagement:** Enhanced member value proposition via targeted engagement and segmented outreach strategies.

Additional Information

- Education:
- MBA, Marketing (Semester in Nice, France, International Business), University of Maryland
Bachelor of Arts, Political Science, Brigham Young University
- Training:
- Executive Leadership Training through Wharton, Concordia, and Toastmasters
- Membership:
- Toastmasters International (2013 — Present) | American Society of Association Executives (ASAE, 2009 — 2024)
- Software:
- WordPress | Constant Contact | Survey Monkey | CRM Platforms (Personify, Microsoft Dynamics, 123Signup)