



The Industrial Supply Association is pleased to announce and welcome Brendan Breen as Vice President of Strategic Initiatives. Working collaboratively with President & CEO Ed Gerber and the ISA management team, Brendan will help build strategies, facilitate planning sessions and drive change activities to enhance ISA's value and competitiveness for its members. More specifically, he will be leading the conversations around ISA benchmarking and analytics, membership engagement and association-level sponsorship from idea through implementation.

Brendan has over 10 years of experience in the association industry. He began his career working in membership development and engagement for an international trade association in Washington, DC. He then led the membership department for a large scientific association in DC before returning to his home state of New Jersey.

Brendan first joined ISA as the Director of Operations focusing on membership engagement, website redesign and annual meeting planning and execution. Most recently, he has served as an Executive Director for two associations in his capacity as an account executive for an association management company (AMC) in New Jersey. Brendan is enthusiastic about returning to ISA in his new role.

We are thrilled to bring Brendan back to the team! As VP of Strategic Initiatives, his focus on driving the success of ISA's initiatives combined with his collaborative nature will complement the fantastic team already in place and help take ISA to the next level. - Ed Gerber, ISA CEO & President

Brendan earned his bachelor's degree in business administration and marketing from the University of Vermont and a Master's degree in public administration from Rutgers University. He currently holds a Certified Association Executive (CAE) certification and is a member of the Pi Alpha Alpha Public Administration Honors Society. In his spare time, he enjoys playing golf, listening to live music and spending time with his wife Jamie and daughter Stella.

To reach Brendan directly, email bbreen@isapartners.org.