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Shari Berger is changing the culture and way organizations approach membership recruitment and retention. She provides a customized multi-step recruitment and retention program with proven success in net new member growth. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success for accountability and growth.

Shari is an active conference presenter for many associations including National Home Builder's Association (NAHB), Association of Chamber of Commerce Executives (ACCE), and various state and local associations across the country.

Prior to starting Strategic Solutions for Growth in 2010, Shari built her career at Michigan State University, the Kellogg Center, managing and working with the Association market for over 20 years. Success in revenue generation, new market identification, and business development earned her industry awards of excellence. Following her career with MSU, she was appointed Vice President of Sales for the Greater Lansing Convention and Visitors Bureau.

Shari is a member of the National Home Builders Association, Home Builders Association of Michigan, Association of Chamber of Commerce Executives, Michigan Chamber of Commerce, Michigan Society of Association Executives, and Athena WIN.

