Taking Charge of Your New Direction with Alliance CEO, Kristen Merrifield

Day 1 Keynote Address | Wednesday, August 5, 2020

# Taking Charge of Your New Direction

Session Description

# More about Alliance CEO, Kristen Merrifield

Kristen Merrifield, CAE, CNAP, is a proven leader across multiple sectors invested in the development and success of others. She has more than 17 years’ experience leading efforts to support community stakeholders, including extensive involvement working with professional associations, Chambers of Commerce and various community and business organizations, both public and private. Kristen is driven to be the best while remaining authentic and invested in the success of others. Calm under pressure, a seasoned leader and skilled communicator, she knows how to solve the big problems and create consensus around complex issues. Her WHY is to be the best version of herself so that she can share her knowledge and experience with others to help them reach their full potential.

Kristen is an active volunteer serving on various business and nonprofit community committees and is a member of the Greater Phoenix Chamber of Commerce Board of Directors. She holds a BS in Business Management from Grand Canyon University; a Certificate in Association Management from ASAE and the prestigious designations of Certified Association Executive (CAE) and Certified Nonprofit Accounting Professional (CNAP).