

Lynn Olberding

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PROFILE

- Dynamic and results-focused professional with experience in marketing, advertising, public relations and non-profit management.
- Hard-working team player with a winning attitude; consistently exceeds performance goals and expectations.
- Experience in employee hiring, staff and volunteer training and development, social media, and event planning.

EXPERIENCE

MARSHALLTOWN AREA CHAMBER OF COMMERCE– Marshalltown, Iowa Nov. 2013 - Present *Executive Director*

- Key representative and advocate for members, including organizing and lobbying pro-business legislation at local, state, and national levels.
- Organize and oversee events and programs, responsive to the needs of Chamber membership.
- Develop and maintain an effective communications plan with staff, membership, community members and other key stakeholders.
- Manage and facilitate the Iowa Valley Leadership class, a 9-month-long issues-based leadership program for community members.
- Manage finances by developing organization's annual budget, securing funding through the Total Resource Campaign (an annual sponsorship campaign that utilizes staff and volunteers to meet with all members to identify sponsorship and membership opportunities), and monitoring income and expenses on a monthly basis.
- Work with the board of directors to successfully carry out the organization's strategic plan.
- Serve as spokesperson for the organization.

MARSHALLTOWN AREA CHAMBER OF COMMERCE– Marshalltown, Iowa Jun. 2007 – Nov. 2013 *Director of Membership and Marketing*

- Recruit and retain Chamber members through strategic programming.
- Spearhead the development and implementation of organization's marketing plan, resulting in programs and events that provide networking and business growth opportunities for members.
- Administer organization's website and produce all marketing materials including: email updates, monthly newsletter, press releases, promotional flyers, annual report, event programs, advertising copy and social media.
- Work with Chamber members and community organizations to actively seek ways to make Marshalltown, Iowa a better place to live, work and play.

MARSHALL TOWN CENTER – Marshalltown, Iowa Mar. 2002 – May 2007 *Marketing Manager*

- Increased the value of the center to ownership through strategic marketing.
- Planned, coordinated and implemented events involving mall merchants, community members and local organizations.
- Produced advertising copy, press releases, merchant newsletter, memos and other materials used for mall promotions and programs.
- Produced monthly marketing report detailing marketing activities including leasing and merchant support, community outreach, return on investment for marketing programs and promotions, sales narrative, sponsorship tracking and media exposure.

EDUCATION

UNIVERSITY OF IOWA

- Masters of Business Administration (M.B.A.) (Dec. 2012).

U.S. CHAMBER OF COMMERCE

- Institute for Organization Management (IOM) (Jan. 2011).

INTERNATIONAL COUNCIL OF SHOPPING CENTERS

- Certified Marketing Director (CMD) designation (Sep. 2006).

BUENA VISTA UNIVERSITY

- Bachelor of Arts (B.A.) in Corporate Communications (May 2001).
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PROFESSIONAL AFFILIATIONS

IOWA CHAMBER OF COMMERCE EXECUTIVES

- Member (Jun. 2007 – Present).
- Executive Committee (Mar. 2014 – Present).
- Chair (March 2017 – Present).

AMERICAN CHAMBER OF COMMERCE EXECUTIVES

- Member (Jun. 2007 – Present).
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COMMUNITY INVOLVEMENT

HEART OF IOWA BIG BROTHERS BIG SISTERS

- Volunteer Mentor (Aug. 2008 – May 2012, Jan. 2018 - Present).

CUB SCOUTS OF AMERICA (PACK 317)

- Den Leader (Sep. 2017 – Present)

TEAM FRANKLIN (Parent-Teacher Organization)

- Member (Aug. 2016 – Present).
- President (Aug. 2017 – Present).

MARSHALLTOWN TRACK CLUB

- Co-founder and Coach (Aug. 2016 – Present).

ORPHEUM ADVISORY COMMITTEE & FRIENDS OF THE ORPHEUM BOARD

- Member (Jul. 2016 – June 2017).
- Advisor (Jul. 2017 – Present).

ASSISTANCE LEAGUE OF MARSHALLTOWN

- Member (Apr. 2013 – Present).
- Board member (Apr. 2015 – Present).
- President (Apr. 2016 – Mar 2017).

MARSHALLTOWN BUSINESS EDUCATION ALLIANCE

- Board Member (Nov. 2010 – Present).

LEADERSHIP IOWA

- Class Member/Graduate (Oct. 2009 – Jun. 2010).
- Board of Governors member (Jun. 2010 – May 2014).

IOWA VALLEY LEADERSHIP

- Class Member/Graduate (Sep. 2004 – May 2005).

OTHER PAST INVOLVEMENT

- Marshalltown Development Foundation Board Member (Jan. 2009 – Dec. 2011).
- Iowa Association of Business and Industry (ABI) Foundation Board Member (Oct. 2008 – Sep. 2011)
- Iowa Rivers Chapter – American Red Cross Board Member (Jul. 2008 – Dec. 2009)
- Young Professionals (YP) of Iowa Board Member (Aug. 2006 – Dec. 2011); President (Jan. 2010 – Dec. 2010)