

## Robb Lee



Robb Lee serves as the Chief Marketing and Product Strategy Officer for ASAE in Washington, DC. His responsibilities include management of marketing, enterprise product strategy/management, branding, and Associations Now, ASAE's flagship media brand. His management responsibilities also include Diversity, Equity & Inclusion at ASAE.

He has more than 25 years of experience creating, developing, implementing, evaluating and managing national and international multi-media branding, advertising and public relations campaigns for products represented by organizations

such as Mitsubishi, GEICO, Post Cereals, Kraft/General Foods Coffees and government clients such as The EPA, and others with budgets ranging from \$1M to \$55M. Robb has worked at several top 10 advertising and public relations agencies. His experience also includes Marriott International and ABC Radio.

Robb has been recognized as a Trending 40 CMO in the Washington, DC region as a top Chief Marketing Officer. He is a frequent speaker in the association community and sits on the advisory boards of several technology companies.

He resides in Washington, DC with his wife Jackie and they have three children, Ava, Noah and Robbie. Robb is a competitive bike racer and loves to read fiction and nonfiction whenever he can.