

An embedded CEO at work

With many Australian associations outsourcing their secretariat workload to specialised organisations, one local service provider has increased its outsourcing capabilities to include embedded executive level staffing.



Providing interim CEO services is commonplace amongst association management companies, but the move to recruit permanent embedded staff is new to the Australian market.

The Association Specialists (TAS) has enjoyed a working relationship with The Australian Society of Orthodontists (ASO) for more than twenty years, providing general secretariat support. In 2013, when ASO were in need of a new CEO, TAS saw an opportunity to increase staffing efficiency for ASO by recruiting and locating an embedded CEO to work alongside the client service team in TAS' Sydney-based offices.

After a rigorous recruitment process undertaken by both TAS and ASO executives, Michelle Cutler was recruited as the new CEO.

"To date the experience of working from the TAS offices has been hugely beneficial. Working from the same location as ASO client managers means we can deal with any issues as they arise and I have access to

additional TAS resources and knowledge gained from working with over 40 associations managed by TAS," said Ms Cutler.

Following the success experienced by ASO over the past two years, the format of an embedded CEO is now a service that TAS will be rolling out to interested associations as one of their regular service options. Managing Director Francis Child considers that the benefits for the not-for-profit sector are undeniable.

"Extending the secretariat services to an executive level makes sense on so many levels, in terms of cost, time, logistics and operations," said Mr Child.

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