



## Cathi Hight

**Cathi Hight is the SVP of Growth Strategy & Investor Relations for the Greater Austin Chamber and President of Hight Performance Group.** Considered as the Membership Guru and the developer of *The Member Retention Kit* and *A New Approach to Tiered Membership*, Cathi helps associations meet the expectations of their members. She provides realignment strategies that help associations of all sizes manage constant change, deliver benefits that members value, leverage volunteer and staff resources efficiently, and effectively communicate the value of membership.

As a certified Wiley Workplace Solutions Partner, Cathi works with organizations to develop high performing teams, effective leaders and productive work environments. With more than 20 years' experience in performance improvement, Cathi helps clients identify their real problems and solve them. She shares Kaizen principles of continuous improvement, making small and incremental changes, and improving customer experiences which bring about "good change" for internal and external customers.

Cathi has a diverse career experience which includes being VP of Operations for the Chamber of Commerce of Hawaii, Regional Sales and Marketing Manager for both Dole Foods and Dean Foods, national manager for the Kauffman Foundation's FastTrac Entrepreneurship program, and a Motorola University Instructor for cycle time reduction and benchmarking.

Cathi was a national trainer for ACCE (Association Chamber of Commerce Executives) for membership development and has been an instructor for the U.S. Chamber of Commerce's *Institute for Organization Management* for over 14 years. She serves on the Board of Directors for the Austin Human Resource Management Association (AHRMA), and is a member of the Association Chamber of Commerce Executives (ACCE), American Society of Association Executives (ASAE) and Texas Society of Association Executives (TSAE).