

Andrew Yassi
ARMA Questions for Consideration for Director Position

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What are the key areas you think ARMA needs to focus on to reinforce its leadership in IG?

The first key area our membership needs to focus on is gaps in their knowledge, and their first thought should be to look to ARMA to fill those gaps in knowledge. The second key area our membership needs to focus on is how they can help grow ARMA. We have a lot of talent, and we need to recruit new people, associations, and subject matter experts to grow our talent pool and expand our membership. Information governance encompasses many skill sets, and we must do our part to bring in talented subject matter experts to keep our resources rich and promote those resources.

Where have you had the opportunity to lead a group through change?

As Executive Director and now Vice President of Kent Record Management, I was able to set a strategy and execute on that strategy. I brought together a disjointed board of directors, improve services, add new service, strengthen relationships with bankers and outside counsel, secure our largest clients, merge and acquire other organizations, create an administrative infrastructure, improve technology, revamped our sales and marketing, and hired top talent that resulted in Kent Records growing 133% in five years. Even though I led the change, I was not able to do it alone. I relied on key stakeholders, exceptional employees, diplomacy, and at times luck to be successful. Ultimately, it took a group of highly skilled and motivated people to get the work done.

What are the top two issues ARMA should focus on in the next 12 months, and why?

First, ARMA needs to capitalize on the opportunities presented by merging with the Information Coalition. As a member, I'm eager to see what opportunities develop for the association. Specifically, how the IGBOK evolves, how the conference changes, and what value this merger brings to individual members as their roles evolve. Further, if there were any deficiencies brought forward by members in the recent past, hopefully, we can improve as a result of the merger.

Second, ARMA's strengths are our chapters and resources. We need to showcase our strengths. Focusing on growth through mergers and partnerships across the globe can help us spread our knowledge and grow membership.