

SUSAN CROLLA BIO



Susan began her career in the association industry as an intern at the Travel Industry Association while attending American University in Washington, D.C. After graduation, she headed west to California where she worked for Doubletree Hotels and gained the “hotel perspective” before going back to her first love; associations.

In 1992, Susan started her own association management company (AMC) where she managed medical and legal societies. In 2013 Susan merged her AMC with IntrinXec Management and now heads up our Florida office. Susan spent her formative years living in Southeast Asia and traveling the world. Susan earned her Certified Association Executive (CAE) certificate from the American Society of Association Executives in 2001. She is also a member of the Florida Society of Association Executives and the Tallahassee Society of Association Executives.

Outside of work, Susan serves on the Board of the Tallahassee Parrothead Club – a local chapter of the great civic organization founded by Jimmy Buffet. With a love for “partying with a purpose” Susan and her husband Ron (yes, she can thank the Parrothead’s for introducing them!) help raise money annually for local charities. Susan enjoys spending time with her family, spending time at the beach, cooking and traveling to interesting parts of the world.