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## **Impact Association Management Announces Internal Promotions Amid Company Restructure**



**[Madison, WI]:** Impact Association Management is pleased to announce the promotion of Kirsten Reader to Chief Operations Officer (COO) and the promotion of Caroline Bowers to Client Services Manager (CSM). These two well-deserved promotions not only celebrate Reader and Bowers’ valuable contributions to the Impact team, but they also fit strategically within Impact’s recent company restructure.

In 2020 and 2021 alone, the Madison-based association management company successfully accomplished multiple key milestones, including opening two new nation-wide locations and welcoming a host of new clients from a wide variety of industries. To navigate the new needs of its growing team and customer base, Impact underwent a full company restructure in July of 2021.

“After hearing from both clients and employees about how they’d like to see Impact serve them, we had strategic conversations about how we can set our clients, our employees, and the company up for success in the years ahead,” Reader said.

### **Kirsten Reader, COO**

Reader joined the Impact team in 2019 as the Director of Client Operations. In this position, her primary duty was managing client relations and she put her heart and a whole lot of energy into understanding the unique and individual needs of Impact’s



clients. She implemented multiple processes to ensure her team maintained the high quality standards clients expect from Impact.

Not only did she improve Impact’s client relationships, but she also found new and creative ways to engage staff members. Reader took what was already a fun and encouraging environment and made it even better by implementing team activities and learning opportunities that continued to strengthen Impact’s company culture.

In her role as COO, Reader will continue to lead both the team and client management for the company, as well as help Impact CEO, Jodi Fisher, with the strategic growth of the company.

“I’m excited for this next chapter at Impact! We’re making great progress towards our strategic goals and I look forward to being a part of the company’s continued growth in the coming years,” says Reader.

One critical component of Impact’s company restructure was the introduction of the Client Services Manager (CSM) position. Among other responsibilities, this new role supports clients during the onboarding process to ensure they are set up for success at the very beginning of their relationship with Impact. The CSM also acts as Executive Director for select Impact clients, leads company-wide initiatives, and mentors Impact team members.



### **Caroline Bowers, CSM**

Bowers is an ideal candidate to take on this role, as she has proven herself invaluable to both the Impact team and her clients. She joined Impact in 2018 as an Association Manager and quickly helped her clients achieve their unique missions and make a difference in the lives of their members.

Even before her promotion to the CSM role, Bowers was named Executive Director of the Wisconsin

Funeral Directors Association (WFDA) and took on a leadership role with the organization, helping to grow and engage membership, design and manage their new website, coordinate successful continuing education opportunities, and enhance WFDA's presence in the Capitol by expanding advocacy efforts. She will continue her work as Executive Director with the WFDA as part of her CSM responsibilities with Impact.

“I truly enjoy working with associations and colleagues to achieve their goals. I am excited to join leadership and help my clients, as well as the Impact team, thrive!” said Bowers.

**About Impact Association Management:** Impact was founded in 2006 by Jodi Fisher, and since then the company has successfully supported many associations in growing and retaining memberships and increasing operational efficiencies. Impact is headquartered in Madison, WI with additional branches in Nashville, TN and Phoenix, AZ. As a full-service Association Management firm, Impact successfully manages small and medium-sized Associations in growing membership, managing financials, supporting board operations, executing marketing campaigns, holding successful meetings and events, and implementing efficient and goal-driven processes. The Impact team consists of professionals with impressive backgrounds in all areas of association management.

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