

Violet A. Crabb

Executive Director | Association Executive | Strategic Marketing & Event Leadership Executive

[LinkedIn Profile](#) | [AAOSH Executive Bio](#) | [Marketing and Event Portfolio](#)

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EXECUTIVE PROFILE

Dynamic C-suite healthcare association executive and strategic growth leader with more than 25 years of experience driving organizational transformation, modernizing engagement, diversifying revenue, scaling conferences, integrating AI and digital strategy, and redefining member value across nonprofit, healthcare, SaaS, and association environments.

Proven success leading national healthcare associations through rapid membership growth, sponsorship expansion, continuing education innovation, operational modernization, and strategic brand positioning. Recognized for building scalable systems, creating high-performing strategic partnerships, and developing sustainable non-dues revenue models that accelerate organizational growth and long-term financial stability.

Experienced executive leader in interdisciplinary healthcare education, medical-dental integration, national event strategy, continuing education governance, digital engagement, and healthcare marketing operations. Accomplished speaker and advocate on healthcare innovation, domestic violence awareness, and human trafficking education.

CORE EXECUTIVE COMPETENCIES

Executive Leadership

Budget & Financial Management
Healthcare Association Management
Continuing Education Programs
Marketing & Brand Strategy
Tradeshow & Conference Operations
Partnership Development

Strategic Planning

National Event Strategy
Sponsorship Development
Contract Negotiation
Vendor Management
AI & Digital Strategy Integration
Non-Dues Revenue Development

Organizational Growth

Board Relations
Team Leadership
Public Speaking
Revenue Growth
Association Modernization
Stakeholder Engagement

PROFESSIONAL EXPERIENCE

American Academy for Oral and Systemic Health (AAOSH) (2 Positions)

Executive Director

Remote | Promoted September 2024 – Present

Lead the overall strategic, operational, and financial direction of a national nonprofit healthcare association focused on advancing medical-dental integration and oral-systemic healthcare education.

Executive Leadership Responsibilities

- Oversee organizational operations, strategic growth initiatives, and member engagement for an interdisciplinary healthcare association serving dental, medical, and allied health professionals.
- Manage an annual organizational budget exceeding \$500,000 while directing operational priorities, financial planning, sponsorship development, and revenue-generating initiatives.
- Lead and manage a remote team responsible for marketing, membership services, education coordination, event management, and organizational operations.

- Direct planning and execution of national conferences, regional educational events, board retreats, webinars, and virtual continuing education programs, including a national interdisciplinary healthcare conference attended by 375-400 professionals with a 22,000 sq. ft. exhibitor footprint.
- Oversee sponsorship acquisition, exhibitor sales, partnership development, vendor negotiations, and strategic industry relationships, including the development of a year-round sponsorship ecosystem generating recurring non-dues revenue through multi-tier corporate partnerships, educational programming, podcast integrations and live event activations.
- Serve as primary liaison to the Board of Directors, executive committees, speakers, sponsors, exhibitors, and strategic partners.
- Lead organizational branding, communications, digital strategy, public relations, and thought leadership initiatives supporting the oral-systemic health movement.
- Represent the organization nationally through speaking engagements, executive presentations, podcasts, and industry collaborations.
- Represent the organization nationally through competitive, hosted-buyer trade shows on a national stage with brands like Google, the NFL, Meta, and the AHA.

Key Accomplishments

- Doubled organizational membership in less than nine months through strategic engagement initiatives, modernized member communications, and expanded digital outreach campaigns.
- Raised more than \$300,000 in annual organizational revenue through sponsorship development, conference growth, exhibitor partnerships, and strategic non-dues revenue initiatives.
- Created and launched “A Year with AAOSH,” a year-round vendor partnership and engagement program that diversified revenue and increased annual event-related sponsorship revenue by 75% while significantly expanding exhibitor visibility, networking access, and sales opportunities.
- Led the strategic planning and execution of three major live national healthcare events, overseeing venue sourcing, RFP development, hotel and A/V negotiations, speaker contracting, exhibitor management, CME/CDE compliance alignment, gala production, and post-event fulfillment operations.
- Increased future-event revenue by selling more than 50% of the following year’s conference tickets onsite during live events.
- Modernized engagement strategies through expanded digital communications, social media growth, integrated marketing campaigns, and strategic brand partnerships.
- Helped position AAOSH as a nationally recognized leader in interdisciplinary healthcare education and the oral-systemic health movement through strategic partnerships, executive speaking engagements, podcasts, and national trade show representation.
- Created new digital growth initiatives across TikTok, Instagram, LinkedIn, and webinar platforms that expanded organizational reach and contributed to strategic partnerships with brands including Southwest Airlines and Hilton International.

Senior Manager, Marketing

Remote | June 2023 – September 2024 (Promoted)

- Managed marketing strategy, communications, event promotion, and digital growth initiatives to double membership growth in a single year.
- Directed marketing plans for webinars, regional events, national conferences, and tradeshow programming, increasing event ticket sales by an average of 45%.
- Created and managed a 270-hour accredited continuing education learning management system for healthcare professionals.

- Managed SEO/SEM strategies, website development, brand positioning, and multi-channel marketing campaigns.
- Administered a \$10,000/month Google Ad Grant campaign with integrated fundraising and membership growth funnels.
- Developed thought leadership content, including blogs, webinars, infographics, press releases, presentations, and social media campaigns.
- Increased membership sales by 65% through targeted marketing and fundraising initiatives.

HealthEC, LLC

Director of Marketing

Remote | November 2021 – June 2023

- Directed strategic marketing operations for a healthcare technology and population health management organization.
- Managed a \$700,000 annual marketing budget while reducing spending by 15% through internalization of content creation and advertising operations.
- Directed growth of continuing education programming, including webinars, virtual learning, and live event strategy.
- Led a global marketing team utilizing Agile project management methodologies.
- Spearheaded account-based marketing and healthcare outreach strategies focused on Medicare, Medicaid, health equity, SDOH, and value-based care initiatives.
- Increased marketing-qualified leads by 35% year-over-year through strategic content marketing and digital engagement campaigns.

Sleep Medicine of America (OSAinHome)

Marketing Director

Hybrid, Murfreesboro, TN | March 2020 – July 2021

- Directed a \$550,000 healthcare marketing budget focused on B2B and B2C growth initiatives.
- Developed and launched the OSAinHome healthcare brand during the COVID-19 pandemic, focused on sleep medicine, telemedicine, and remote patient monitoring.
- Increased direct website traffic by 35% and organic traffic by 64% through digital marketing optimization.

Interoptex

Digital Brand Manager

Hybrid, Nashville, TN | April 2019 – February 2020

- Led B2B marketing and branding initiatives for a healthcare IT startup.
- Managed a \$500,000 annual marketing budget.
- Increased LinkedIn audience growth by more than 1,000% within 90 days of implementing social media strategy.

Legacy Partners

Marketing, Brand, and Talent Acquisition Manager

Nashville, TN | April 2018 – February 2019

- Managed marketing operations and advertising strategy for 30 apartment communities across five states with a \$1.5 million budget.

- Reduced employee turnover from 90% to 21% through leadership development and employer branding initiatives.

Legacy Images and Graphic Design

Founder | Executive Director | Owner

Oak Ridge, TN | October 2005 – March 2011

- Directed operations for a 173-member photography and graphic design organization across four offices.
- Secured 265 public school contracts within three years and doubled organizational growth the following year.
- Built a highly successful referral-driven wedding and portrait photography business averaging 600 weddings annually.

EDUCATION

Lincoln Memorial University

Bachelor of Arts (B.A.), History

Digital Marketing Leadership Institute

Master of Science (M.S.), Certificate in Digital Marketing Leadership

PROFESSIONAL CERTIFICATIONS

- Google Digital Marketing Certification
- Google Project Management Certification
- Value-Based Care Specialization Certification — University of Houston
- Leadership & Management Studies — Johns Hopkins University
- Hospitality & Tourism Foundations — NYU Center for Hospitality
- Advanced Contracting & RFP Development — NYU Center for Hospitality

SPEAKING & THOUGHT LEADERSHIP

Accomplished and sought-after speaker on:

- Event and conference strategy
- Domestic violence awareness
- Human trafficking education and advocacy
- Marketing leadership and brand strategy
- Association operations and sponsorship development
- Featured in executive presentations, webinars, podcasts, industry collaborations, and educational conferences nationwide.

TECHNOLOGY & BUSINESS PLATFORMS

HubSpot • Salesforce • Google Analytics • Google Ads • LinkedIn Ads • Meta Business Suite • ZoomInfo • Microsoft Dynamics • Asana • Databox • LMS Administration • SEO/SEM • CRM Systems • Event Management Platforms

SELECTED CAREER HIGHLIGHTS

- Managed marketing and operational budgets totaling more than \$3 million across healthcare, nonprofit, and technology sectors.

- Planned and executed major national conferences, tradeshow, educational events, and executive retreats.
- Directed integrated marketing campaigns across healthcare SaaS, nonprofit, education, and healthcare association environments.
- Led remote and hybrid teams across marketing, operations, education, and organizational management functions.
- Developed high-impact strategic partnerships and sponsorship initiatives supporting national organizational growth.