

# Alan R. Shark, D.P.A., FASAE, CAE

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## PROFILE

Recognized for outstanding technology leadership focusing on government applications and policies, all facets of public and nonprofit management, policy formulation and advocacy; regulatory and congressional. Highly effective communicator, distinguished public speaker, teacher, and writer, exceptional record of accomplishment for creating alliances as well as new business development. Extensive experience working with boards of directors in consensus building in strategic visioning and planning as well as national and international policy development. Proven record of accomplishment in fiscal and operational management at all levels, strong staff motivator, and utilizing the latest technologies to gain competitive advantages. Author of numerous books, chapters, and articles.

## PROFESSIONAL HISTORY

**Executive Director, Public Technology Institute**, (PTI), Washington, D.C. 2004 – present. Recruited to provide high-level strategic action planning and re-positioning and the re-inventing of PTI and to actively manage staff resources more effectively. Serves as visible thought leader regarding the present and future use of technology for local governments and foster a stronger relationship with the corporate community. Responsible for creating and developing new cutting-edge products and services utilizing the latest in technology. Serve as profession/industry spokesperson.

**Associate Professor of Practice**, Rutgers University School of Public Affairs & Administration; Newark, NJ. Appointed to faculty -2009 to pres. As part of a strategic partnership between PTI & Rutgers, teaches masters level course “IT and Public Management”. Also serves as Director for the Center for Technology Leadership.

**President and CEO, American Mobile Telecommunications Association**, (AMTA), Washington, D.C. 1991 – 2004. Also founder and President and CEO of the International Wireless Telecommunications Association, (IWTA). Served as industry spokesperson to the FCC, Congress, and international forums; promoted and developed industry policies, strategic planning, and restructuring organizational finances, image, and corporate capabilities. Brought AMTA out of functional bankruptcy and successfully positioned it for growth and greater visibility.

**Associate Executive Director, Marketing & Communications, Water Environment Federation**, (WEF), Alexandria, Virginia. 1987 to 1991. Responsible for strategic marketing for all association-wide membership, public information, public education, book and magazine publishing and production, advertising, international marketing, corporate communications. Responsible for promoting and planning for programs achieving \$6.5 million in revenue, provided leadership to a division of 31 staff. Also served as Publisher.

**Director of Marketing, North American Telecommunications Association**, (NATA), Washington, D.C., 1986. Responsible for all association-wide marketing and strategic planning. Developed marketing plans and new programs/services.

**Vice President for Marketing & Communications, American Resort Development Association, (ARDA), Washington, D.C., 1984 to 1986.** Responsible for all association-wide marketing and communications, as well as launching aggressive membership and retention programs.

**Vice President for Marketing, Voice Computer Technologies Corporation,(VCT), Arlington, Virginia, 1982 to 1984.** Developed and implemented highly successful marketing plan, positioning VCT as one of the best known computerized voice response systems in the education marketplace.

**Director of Research & Information Services, National School Boards Association, (NSBA), Alexandria, Virginia, 1981 to 1983.** Responsible for marketing services, publications, and products to school leaders nationally. Developed highly successful grants program and award winning publications.

**Director of Programs, Association of Governing Boards of Universities and Colleges, (AGB), Washington, D.C., 1976 to 1980.** Developed and implemented executive training programs for college and university presidents and trustees. Produced films and slide shows. Planned and managed all meetings and conferences.

**Coordinator, State and Organizational Relations, American Association of State Colleges and Universities,(AASCU), Washington, D.C.,1974 to 1976.** Responsible for improving relationships among public and citizen action groups.

#### **AWARDS & RECOGNITION**

- 2012 Technology National Technology Champion Award, National Association of State Chief Information Officers (NASCIO)
- 2009 Elected Fellow, National Academy for Public Administration
- 2005 Outstanding Alumni Award, Baruch College
- 2003 Inducted as Fellow, Radio Club of America, Class 2003
- 2002 Inducted as ASAE Fellow, Class of 2002
- 1999 Appointed to Technical Advisory Board, World Marketing Research Center, London
- 1996 ASAE Communications Section Award of Excellence
- 1991 Appointed to the ASAE Foundation Board.
- 1989 Excellence in Communication Award, Greater Washington Society of Association Executives.
- 1988 Future Leader, Class of '88, American Society of Association Executives.
- 1987 Excellence in Education Award, Greater Washington Society of Association Executives.

## CERTIFICATION

CTM, Competent Toastmaster, Toastmasters International.

CAE, Certified Association Executive, ASAE, (re-certified 11 times since 1980).

## EDUCATION

1998 to 2001 D.P.A. Degree, Doctorate in Public Administration, University of Southern California.

1973 to 1976 M.P.A. Degree, Bernard M. Baruch College.

1971 to 1973 B.B.A. Degree, Bernard M. Baruch College, Major: Business and Public Administration.

1969 to 1970 A.A.S. Degree, Staten Island Community College, Major: Business Administration, with Honors.

## MEMBERSHIPS

American Society of Association Executives (ASAE)

American Society for Public Administration (ASPA)

Federal Communications Bar Association (FCBA)

Radio Club of America (RCA)

National Academy for Public Administration (NAPA)

## PUBLICATIONS

*The Digital Revolution in Higher Education – The How and Why the Internet of Everything is Changing Everything*, Shark, Alan R. ed. PTI May 2015

*Technology & Public Management*, Shark, Alan R.; Routledge, April 2015

*Smarter Cities for a Bright and Sustainable Future*, eds. Alan R. Shark. Sylviane Toporkoff, Sebastien Levy, PTI and Items International, April 2014.

“*Tech Trends 2014*”, Shark, Alan R.; American City & County magazine, January 2014

*Memos to National Leaders – Information Technology (IT) and Transparency*, Alan Shark, Alan Balutis, Daniel Chenok, Gary Bass, Frank Reeder, ASPA and NAPA, 2013.

“*Rethinking Technology Leadership: A View From a CIO and a Manager*”, Shark, Alan R., and Brady, Chris; Public Management magazine, May 2012.

“*Tech Trends 2013*”, Shark, Alan R.; American City & County magazine, January 2013.

*Seven Trends that will Transform Local Government Through Technology*, PTI, Alexandria, VA, 2012

“*Tech Trends 2012*”, Shark, Alan R.; American City & County magazine, November 2011.

“*Citizen Enragement vs. Citizen Engagement*” Shark, Alan R., Chapter 10, *Transforming American Government Rebooting the Digital Square*, Balutis, Buss, Ink, eds. M. E. Sharpe, Armonk, New York, 2011.

*Web 2.0 Civic Media*, Shark, Alan; and Susan Cable, PTI, Alexandria, VA 2011.

*M-Government: Mobile Technologies for Responsive Governments and Connected Societies*, Shark, Alan R., ed., United Nations, OECD, and the ITU, Geneva, Switzerland, 2011

*CIO Leadership for State Governments- Emerging Trends & Practices*, Shark, Editor, PTI, Alexandria, VA, 2011.

“*Technology & Public Administration*”, Chapter 12, Holzer, Schwester, Shark, *Public Administration – an Introduction*, Holzer and Schwester, M.E. Sharpe, Armonk, New York, 2011.

*Beyond eGovernment – Measuring Performance*, Shark & Toporkoff, Editors, Washington, DC, PTI, 2010.

“*Web-Centricity and Five Challenges for Public Management*, Shark”, Shark, Alan; Chapter 13, *Strategic Public Management – best Practices from Government and Nonprofit Associations*, Balanoff and Master, eds., Management Concepts, Vienna, VA, 2010.

*eHealth – A Global Perspective*, Shark & Toporkoff, Eds., Washington, DC, PTI, 2010

*CIO Leadership for Cities & Counties – Emerging Trends & Practice*, Shark, Ed. Washington, DC, PTI, 2009.

*Beyond e-Government & e-Democracy – A Global Perspective*, Shark & Toporkoff, Eds., Washington, D.C., PTI, 2008.

“*Transforming Local Government through Technology*”, Texas Town & City, September 2008.

*Muni-Wireless in Distress: What Happens now to Digital Equity?* Public Administration Times, December, 2007.

“*Driving the Future Through Technology*”, Journal of Association Leadership, Washington, D.C., Center for Association Leadership, 2003

*What Does Going Global Really Mean?* Global Exchange, Washington, D.C., American Society of Association Executives, 2002

*Models & Characteristics of International Associations*, Global Exchange, Washington, D.C., American Society of Association Executives, 2002

Doctoral Dissertation: *The Internationalization of American Nonprofit Associations: A Study of Organizational Transition*. School of Public Administration, University of Southern California, May 2001.

“*Association Marketing*”, John B. Cox (Ed.) *Professional Practices in Association Management*. 2<sup>nd</sup> edition, Washington, D.C., American Society of Association Executives. 1998, 2006

*Public and Private Land Mobile Radio Telephones and Systems*, Lawrence Harte, Alan Shark, Robyn Shalhoub, Tom Steiner. Upper Saddle River, NJ, Prentice Hall, 2000.

