



**FOR IMMEDIATE RELEASE**

## **IASA HIRES JAMES JENKINS, STRATEGIC PARTNERSHIPS DIRECTOR**

**DURHAM, NC (September 8, 2021)** – IASA recently hired tenured business development executive James Jenkins as strategic partnerships director, replacing Chuck Gunkel who retires September 10. A key member of the association’s leadership team, James is responsible for industry relations and key non-dues revenue streams, including enterprise and event sponsorships and exhibit sales. His main areas of focus center around IASA’s signature annual event, IASA Xchange™ and its semi-annual virtual conferences, IASA Xchange™ lite, ensuring we provide lasting value to members, attendees, exhibitors, and sponsors alike.

James has over 20 years of consultative selling business development experience in multifamily housing, hospitality, and association industries. Most recently, he served as vice president of business development for Zonetail, Inc. Previously, he served in various leadership roles with the Asian American Hotel Owner’s Association for nearly 15 years.

“We are excited to have James as a part of the IASA team,” stated Kerry Crockett, MBA, CAE, CMP, DES, CEO of IASA. “With a long and successful track record in business development, including a long tenure in the non-profit association industry, James will make a wonderful addition to our growing team, as we collectively work to reposition the IASA for a strong and prosperous future.”

### **About IASA**

For almost 100 years, IASA -- a non-profit 501(c)(3) -- has served as the trusted source for knowledge and innovation that guides the community of insurance professionals. IASA fosters an environment of selfless engagement, inclusivity, and conviction, advancing careers and personal growth for its members and constituents. It produces the best education and learning opportunities in an open and sharing environment through exceptional leadership that promotes excellence, collaboration, innovation, and community engagement. Its community roots, consisting of thousands of members and insurance constituents, in addition to 24 national chapters, runs deep with a mission to accelerate professional growth to shape, influence, elevate and strengthen the insurance industry. Its vision is to be the definitive source of trusted knowledge, credible collaboration, and common business interests, that drives future industry innovation through the practice and alliance of insurance professionals. To find out more about IASA, visit the website at [www.iasa.org](http://www.iasa.org).

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**Contact:** Tracey Gould, M.S. IMC, CPSM  
Marketing and Communications Director  
[tgould@iasa.org](mailto:tgould@iasa.org)