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ASC Welcomes New President Matt Croson

Bethesda, MD (February 24, 2010) – The Adhesive and Sealant Council, Inc. (ASC) announced that Matt Croson has been appointed by its Board of Directors as President, effective March 15, 2010. Croson brings to ASC over 16 years of experience in association management and strategic operations.

Croson joins ASC from the Packaging Machinery Manufacturers Institute (PMMI), where he worked for the past 12 years. His most recent position at PMMI was Vice President, Member Services, where he was an active part of the executive team. In that role, he managed several departments including membership, meetings, communications and information technology. His efforts at PMMI helped the organization grow its membership by 30 percent, while maintaining an impressive 98 percent retention rate. In addition to overseeing membership growth, Croson also was instrumental in developing new programs and services to add value to member companies.

“Matt brings a strong level of innovative thinking, energy and creativity which will help us in our goals to expand the adhesive industry and provide more value to our members,” said ASC Chairman Jim Owens of H.B. Fuller Company.

Croson will fill the opening created when former president Larry Sloan joined the Society of Chemical Manufacturers and Affiliates in February 2010. At ASC, Croson will be responsible for the overall performance and financial health of the Council. He is also tasked with developing programs designed to grow the industry and enhance strategic partnerships and alliances both within the industry and among key stakeholder groups that influence the industry.

“I look forward to serving the Adhesive and Sealant Council and delivering value to both our members and the industries we support,” said Matt Croson about his upcoming ASC presidency. “I am impressed with the Council’s history of success and forward thinking focus. I am excited about the opportunity to play a role in continuing to grow the industry, support ASC’s educational initiatives and enhance networking opportunities for all industry stakeholders.”

Prior to PMMI, Croson worked for IntelliData Technologies Corporation and Burson-Marsteller. At both firms he specialized in relationship management, corporate communications and media relations.

Croson graduated from George Mason University with a B.A. in English. He is a member of the American Society of Association Executives and the International Association of Exposition Managers.

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The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. ASC members represent more than 75% of the U.S. industry. The Council is comprised of 120 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants. For more information about ASC, visit www.ascouncil.org.

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