

## **Mary Connor, CAE, AAiP to Lead Strategic Vision as Chief Strategy Officer at SMG**

**Forest Hill, MD (July 24, 2025)** – Stringfellow Management Group has announced that Mary Connor, CAE, AAiP will step into a new role as Chief Strategy Officer. Connor brings her enterprising leadership and extensive expertise in association strategy, AI integration, and foresight to help associations navigate complexity and drive long-term success. Mary Connor, in her new well-deserved role, will lead as a visionary in association management strategy.



SMG is thrilled to bestow this role to Connor as she brings a proven track record of guiding associations through complex transformation, positioning them to thrive amid changing member expectations, technological disruption, and evolving business models. Connor applies futures thinking to strategic planning, enabling associations to anticipate industry shifts, analyze emerging signals, and build resilient, forward-facing strategies that are adaptive and proactive.

In addition, Connor is dedicated to cultivating thought leadership among SMG's association clients, helping executive teams elevate their strategic voice, navigate uncertainty, and lead with confidence in a rapidly evolving landscape.

Through her dual role leading SMG Consulting and now as CSO of Stringfellow Management Group, Connor facilitates cross-functional alignment between strategic goals, leadership development, and operational execution, ensuring that vision translates into results.

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**About Stringfellow Management Group**

Stringfellow Management Group (SMG) provides headquarters operations, professional management services, specialized financial management, and conference coordination to 24 non-profit associations and foundations with its staff of 60 association professionals. SMG is an Accredited Association Management Company. Administered by the AMC Institute, AMC Institute Accreditation is recognized and supported by ASAE & The Center for Association Leadership and is based on the ANSI Standard of Good Practices for the AMC Industry. For more information on Stringfellow Management Group, please visit [www.stringfellowgroup.net](http://www.stringfellowgroup.net)

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