



## The Institute for Nonprofit and Association Research



Joe Bates is the former vice president of research and strategic initiatives for the Global Business Travel Association (GBTA). He recently founded and is president of The Institute for Association and Nonprofit Research.

Joe has more than 20 years of experience in the research industry and is an expert in qualitative and quantitative research design, implementation, analysis and consulting. He has worked in a variety of industries including business travel, consumer electronics, healthcare, political polling and associations/nonprofits.

Joe has spent more than 15 years in the nonprofit sector. His experience includes serving as vice president of research and strategic initiatives for the Global Business Travel Association (GBTA), where he created a research program that generated \$1.4 million in revenue in 2015, and as director of research for the Consumer Electronics Association (CEA) where he oversaw a \$2 million research program.

Joe is a seasoned presenter and enjoys communicating research trends and statistical data to staff, members and industry professionals in a humorous and easily understandable style. He has presented research hundreds of times in dozens of cities around the world.

Joe has been a guest lecturer at various universities including The College of William and Mary, the University of Virginia, Georgetown University, the University of Texas, George Mason University and Northern Virginia Community College. In addition, he has presented at various industry conferences such as the Consumer Electronics Show (CES), the Marketing Research Association (MRA) and the American Society of Association Executives (ASAE).

Joe has served as a media spokesperson for various organizations and has been interviewed or quoted by hundreds of media outlets around the world including the NBC Nightly News, WUSA-9 (CBS affiliate), National Public Radio (NPR), CNN, MSNBC, CNBC, BBC, Wall Street Journal, USA Today, New York Times, Washington Post, Los Angeles Times, Chicago Tribune, San Jose Mercury News, Forbes and Investor's Business Daily.

Joe graduated magna cum laude and Phi Beta Kappa with a Bachelor of Arts degree from The College of William and Mary in Virginia.