



Lowell Aplebaum, CAE, CPF



Lowell Aplebaum, CAE, CPF is the CEO and Strategy Catalyst of Vista Cova – a company that partners with organizations on strategic visioning and planning, creating stronger stakeholder connections, and reimagining value and engagement. As a Certified Professional Facilitator, Lowell frequently provides dynamic sessions to organizations – getting volunteers, members, and staff involved through experiential learning approaches.

After starting his career in the informal education realm, over the course of more than a decade, Lowell has worked inside associations on membership and value, volunteer leadership establishment and growth, professional development and learning, global alliance building, communications and marketing, online and in-person communities, operations, finance, HR, and staff oversight. After serving as the Chief Operating Officer for a medical association, Lowell founded Vista Cova – returning to his passion of facilitating for and partnering with volunteer leaders, members, and staff.

Lowell currently serves as the Past-Chair for the overseeing commission for the Certified Association Executive (CAE) certification. He chaired ASAE's Task Force on CEO Pathways, and previously served as Chair for ASAE's Component Relations Council.

He is the creator of a master-level learning series, Through the CEO Lens, and Association Charrette – a co-creation retreat experience. He is the co-Executive Editor and Contributing Author for ASAE's Component Relations Handbook, 2nd edition, and contributed chapters to the latest versions of Professional Practices of Association Management as well as Membership Essentials. He is also a mentor for ASAE's Diversity Executive Leadership Program. His work on global efforts for associations includes experience across five continents, hundreds of volunteer groups, and all 50 states in the U.S.