

Louis C. Martina, PMP

Professional Bio: Louis Martina is currently the Pittsburgh PMI Chapter Director of Membership Data Analytics. He has been an active Chapter Volunteer since 2010, and has been working with the current Membership Vice President for nearly three years. Since joining PMI, Lou has been a volunteer coordinator for Event Registration, Chapter Outreach, and has been a guest speaker for the Duquesne and Robert Morris Universities PMI Student Chapters.

Professionally, Mr. Martina has over twenty years of project and program management experience with local and national firms such as Federated Investors, Siebel Systems, PNC Financial Services, Black Box Network Services and as a contractor for the Bettis Atomic Power Laboratory. He is currently a senior project manager with UPMC - Enterprise Project Management Office. Lou, and his wife, Cathy, live in Mt. Lebanon, where they raised their three adult children.

Vision Statement: Lou's vision is to keep and grow our membership by improving how we welcome and engage new members to the chapter and by partnering with local employers and service providers in our area to build the brand of the Pittsburgh Chapter and the national PMI organization. Corporate sponsorship of chapter meetings, education events, and social mixers could be a source of operating revenue and goodwill. By doing so, our members could build referral contacts and our local employers will be 'plugged-in' to a vast network of qualified project professionals.

In my Membership Analytics role, I created a dimensional database that has been used to increase the member value to our chapter membership without significant additional costs. Working with the current administration, I have also performed many volunteer activities such as registration chair, event greeter, guest speaker, and panelist. I have worked to support and grow the chapter population from 1406 members in 2013 to its current membership base of 1751 in a little over three years. Data needs action to be effective. I can provide both.

We will use this dimensional data to create *new member welcome packs*, recognize *member milestones*, such as new certifications, anniversaries, or awards, and coordinate *corporate PMO opportunities* within our local companies and service vendors. We will be more proactive to membership inquiries and their requests for assistance.

We will implement a volunteer development and retention program. I will use the available technology to find and identify our volunteers, and then match their skills and interests to these tasks and event opportunities. We will involve, engage, and manage the development of our volunteers. These individuals will be an important element of our 'PMI Brand' here in the Pittsburgh/Johnston area they can be the source of our Chapter Directors and VP/ Board Members for the future.

Most importantly, we will work with the President and the Education, and Program/ Outreach Committees to engage the younger project professionals in the Pittsburgh Region. We will be proactive in reaching out to the younger project managers, including the recent college graduates with primary and advanced degrees in Project Management and the newer project managers within their first two thousand (2000) hours of project management experience. This coordinated outreach will also include the business analysts (BA) who are working on these functional and technical projects.

Going forward, as your Vice President of Membership, I will continue to find and develop new ways to increase the value the PMI Pittsburgh Chapter affiliation to its active membership and will share that value with the project and program professionals and companies in the Greater Pittsburgh/Johnston membership area.