

Introduction for Jeff De Cagna

NOTE: PLEASE READ THIS INTRO AS WRITTEN AND IN ITS ENTIRETY. If you have any questions about its contents, please contact Jeff De Cagna at jeff@principledinnovation.com.

Jeff De Cagna ([pronounced Deh'-Cah-nya](#)) is chief strategist and founder for Principled Innovation LLC, located in Reston, Virginia, and ***the association community's leading voice for innovation***. A former association executive with regional, national and international organizations, Jeff founded Principled Innovation LLC in 2002 to help associations realize their full potential by thinking differently about the future. He is an author, speaker and advisor to associations across North America and around the world.

Jeff is a Fellow of the American Society of Association Executives & The Center for Association Leadership, and he serves on The Center's Board of Directors. He produces the Principled Innovation Blog and podcast, which can be found online at [www dot principledinnovationblog dot com](http://www.dotprincipledinnovationblog.com).

Jeff is one of "five independent thinkers" who authored the groundbreaking book, *We Have Always Done It That Way: 101 Things About Associations We Must Change*, and his new book, *Associations Next: Serious Questions for 2010 and Beyond*, will be available in November. Jeff is a graduate of the [Johns](#) Hopkins and Harvard universities, and holds an executive certificate in strategy and innovation from the MIT Sloan School of Management. Please join me in welcoming Jeff De Cagna.