



Know Yourself: Networking in the Digital Age

Thursday, Feb. 21 | 5:00 – 8:00 p.m.

Panelist Bio:



Hassana Howe
Vice President, Member & Chapter Development
WICT Global

Hassana joined WICT in March 2018 and brings 12 years of experience working in the non-profit sector. In her role as VP, Member & Chapter Development, Hassana oversees WICT's strategic member growth and engagement efforts, and acts as an advocate and liaison for the organization's chapters and their volunteer leaders.

Prior to taking on her current role, Hassana was Senior Director at the Parenteral Drug Association, a global pharmaceutical association of 10,500 professionals in academia, industry, and government. In this role, she helped PDA grow globally by 20% through chapter development from the application of technology to measure, identify and enhance membership acquisition and retention. She is well-traveled and has lived or worked in 16 different countries across North America, South America, Europe, the Middle East, Asia and Africa.

Hassana is a member of the American Society of Association Executives for the past 12 years, a professional development and advocacy organization representing 42,000 association professionals and 7,300 organizations.

Hassana is bilingual with Spanish as a second language, and she received her BS in Microbiology from North Carolina State University in 2004. She has lived in the DC/Maryland/Virginia area since 2005. Born in Colombia, South America, Hassana is of Peruvian, British and Scottish descent.