

# Natasha Ross Joins Society for Research in Child Development as Director of Meetings and Events



WASHINGTON, D.C. -- The Society for Research in Child Development (SRCD) announced that Natasha Ross, MBA, CMP, VEMM, has been named Director of Meetings and Events. As the Society's Director of Meetings and Events, Ross will be responsible for the strategy, preparation, and execution of events.

"Natasha brings with her an exceptional track record of – and passion for – the successful execution of innovative non-profit events," said Saima

Hedrick, MPH, CAE, Executive Director of SRCD. "Her knowledge will continue to elevate SRCD's meetings and events, and we are thrilled that she is joining the team."

An accomplished association executive, Ross comes to SRCD with over 25 years of meetings, education, and events experience in the nonprofit space. Prior to joining SRCD, she was Vice President of Meetings and Events at the Association of Air Medical Services where she led a team of professionals that managed events, marketing, tradeshow, and sponsorships.

In addition to being a certified meeting professional (CMP), Ross holds several certifications in areas specific to the field, including hybrid and virtual events; tourism management; diversity, equity, and inclusion; and virtual events and meetings management.

“I look forward to helping shape the future of meetings and events at SRCD in a way that maximizes their effectiveness for members and the developmental science community as a whole,” said Ross. “It’s an honor to build on the foundational work the team has put in place.”

Ross received a master’s degree in Business Administration from the George Washington University and a bachelor’s degree in Political Science from the Pennsylvania State University.

### **About SRCD**

The Society for Research in Child Development is one of the world’s most prestigious and respected professional organizations in the field of child development. Founded by the National Academy of Sciences in 1933 as a multidisciplinary, not-for-profit, professional association, SRCD consists of SRCD's membership consists of researchers, practitioners, and human development professionals from more than 60 countries. SRCD advances the developmental sciences and promote the use of developmental research to improve human lives.