



BIO

Jim Roman, founder and CEO of Association Leadership Institute (ALI) is a highly respected Business Development expert that specializes in helping Associations to increase the VALUE of their membership, so they can GROW their membership.

Jim understands the struggles an association faces as they seek to portray their value in an overcrowded market and remain relevant to its members in a constantly changing environment. He is well known for his role in building a regional membership organization from zero members to 1600 members in a few short years in a market that has never heard of his organization and only knowing three people. He has since then been consulting Association Executives on how they can achieve the same kind of growth. He does this not by having them SELL more, but by increasing their VALUE to the members so that they become “Indispensable.” He likes to say, “It’s not about how many people you sell, but rather how many people you serve.”

He has worked with Associations such as NARPM®, ACEC, VSAE, VNLA, IREM, Chesterfield Chamber of Commerce and BNI to name a few.



BIO

Jim Roman, founder and CEO of Business Owners Institute, is a highly respected Small Business Development Expert specializing in Strategic Growth so that you can RUN your business, so it doesn't RUN you.

Jim has spent the last 20 years studying and researching why businesses fail or more importantly, why they succeed. He knows the struggles of business ownership having gone broke and bankrupt in his first business only to come out on the other side to succeed at several others.

Jim has worked with thousands of business owners and entrepreneurs to figure out what is holding them back from going to the NEXT level. His inspiring and direct approach to building a better business has provided extreme value for his clients.

In Jim's spare time, he travels around the country speaking on How to Build a Business while having a LIFE.



BIO

Jim Roman is a Speaker, Trainer and Consultant who specializes in accelerating the growth of businesses and organizations while still preserving time for themselves, their families and their community.

Raised in his parent's restaurant and seeing his Dad pass away at 62, he saw how his parents never had the time to enjoy life. He is now determined to show business owners how to achieve their goals without letting their businesses run their lives.

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Jim has built and sold several successful businesses including the BNI - Business Network International Central Virginia Franchise, which he quickly built to over 1,600 members in less than six years.

One thing you may not know about Jim is that he used to work on aircraft armament systems while serving in the United States Air Force