

Executive Biography



MATTHEW J. ROWAN

President & CEO

Health Industry Distributors Association (HIDA)

As President and CEO of HIDA since 2000, Mr. Rowan has positioned HIDA as the leading advocate for the medical products distribution industry before Congress and Federal agencies. He has been responsible for the development of new member services in areas such as market intelligence, data analytics and structured networking.

Mr. Rowan also serves as Vice Chairman of the HIDA Educational Foundation (HEF) Board of Directors. The Foundation's mission is building a more efficient and effective healthcare supply channel.

In his 26-year association management career, Mr. Rowan has served in executive positions with responsibility for publishing, marketing, sales and membership at the Water Environment Federation (WEF) and the National Society of Professional Engineers (NSPE).

Mr. Rowan is an active member of the National Association for Wholesaler-Distributors (NAW) and serves on the board of directors for the NAW Institute for Distribution Excellence. He recently served on the Board of Directors of the American Society of Association Executives (ASAE) and was 2009 Chairman of the Board for ASAE's for-profit subsidiary, ASAE Business Services Inc. Previously, he served as the President of the Society of National Association Publications (SNAP).

Mr. Rowan also authored the Affinity Marketing chapter in the *Professional Practice of Association Management*, the textbook used for certification as an association executive.

He is a graduate of the University of Maryland with a degree in Marketing and minor in Economics. Mr. Rowan resides in Alexandria, Virginia, with his wife and daughter.



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