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NARI Appoints Lisa Sallstrom as Chief Executive Officer

The NARI Board of Directors has appointed Lisa Sallstrom, a veteran association executive with a 20-year record of driving growth and innovation, as the association's next chief executive officer.

WHEELING, Ill., June 30, 2026 — Lisa Sallstrom, MS, CAE, PMP, CRP, took the helm of the National Association of the Remodeling Industry (NARI) on June 24.

Sallstrom joins NARI at a pivotal time for the organization, as remodeling professionals nationwide navigate evolving consumer expectations, workforce shortages in the skilled trades, and growing demand for the professionalism and trust that NARI certification and membership represent.

"I am thrilled to join NARI at such an important moment for the remodeling industry," said Sallstrom. "By building on the organization's strong foundation and embracing new opportunities for growth, innovation, and workforce development, we can create even greater value for our members and the consumers they serve."

Sallstrom's career spans 20 years of senior executive roles in global associations, most recently as executive vice president at the Association for Supply Chain Management (ASCM), where she oversaw \$40 million in annual revenue. She has launched multiple industry-leading certification programs and has a track record of partnering with boards, staff, and volunteers to deliver measurable growth in education, credentialing, and membership.

"Lisa's leadership style combines vision with execution: thinking strategically about where NARI needs to go while ensuring the organization has the structure and support to get there," said Aaron Enfinger, CR, chairman of the NARI Board of Directors, who led the national search committee. "She is the right fit for our headquarters team, chapters, and members nationwide. Most importantly, she is the kind of forward-thinking, collaborative leader who can help position NARI for continued growth, innovation, and success in the years ahead."

"We selected the candidate we would have confidently hired to lead our own businesses," said NARI President Jonathan Kelly, CRA. "What stood out most was Lisa's strategic mindset, exceptional listening skills, analytical approach, and ability to build consensus and support those around her. She demonstrated a clear understanding of organizational leadership and the importance of uniting staff, volunteers, and stakeholders around shared goals, along with the vision to identify future opportunities and guide the organization forward."

An active contributor to the credentialing and governance community, Sallstrom has served on the boards of the Institute for Credentialing Excellence, the DuPage Symphony Orchestra, and the Hospice Medical Director Certification Board. She is a seasoned facilitator in strategic planning, change management, and global growth strategy, with experience across advisory, patron, and policy governance models.

Sallstrom holds a master's degree in computer science and advanced certifications in project management, association leadership, return on investment, and process improvement. She believes trust is built on integrity, ethical stewardship, and purpose-driven leadership, principles that guide her approach to advancing organizational missions, empowering teams, and achieving sustainable impact.

About NARI

The National Association of the Remodeling Industry (NARI) is the premier association representing the remodeling industry, committed to advancing professionalism and fostering consumer confidence. NARI members adhere to a strict Code of Ethics and uphold the highest standards of quality and integrity, ensuring Remodeling Done Right™. Since the 1960s, NARI has been dedicated to advancing the remodeling profession and elevating the homeowner experience through education, advocacy, and a shared commitment to excellence. Find a trusted NARI professional at remodelingdoneright.com. For more information, visit nari.org or call 847-298-9200.

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