



THERESA SPERA



Director of Programs and Member Services Automotive Aftermarket Suppliers Association (AASA)

Theresa Spera is the director of programs and member services for AASA. As director she is responsible for directing all initiatives and strategy related to association membership, sponsorship and solution partner programs. Spera joined AASA in September 2004 as manager, member services and was promoted to director in 2007. During her time with AASA, Spera developed the Marketing Executives Council (MEC), the Fuel Pump Manufacturers Council (FPMC), and served on the Car Care Council task force.

Prior to joining AASA, Spera worked as a consultant in the areas of strategic marketing, market research, outsourcing consulting and training. She has managed marketing and strategy projects for large enterprises in the airline, automotive and telecommunications industry.

A Michigan native, Spera is a graduate of Aquinas College, Grand Rapids, Mich., with a bachelor of arts degree in communications with a concentration in marketing and public relations. She currently resides in Cary, N.C.