

Stephen Sears, CEO and Executive Director – EIFS Industry Members Association

Steven has been the CEO and Executive Director of the EIFS Industry Members Association since June 2021. Prior to joining EIMA, Sears spent 16 ½ years at the Brick Industry Association in a variety of marketing and member services roles. In his last role, he was the Chief Operating Officer and Head of Marketing and Communications where he facilitated the development and rapid growth of the consumer industry marketing efforts for the brick industry as well as provided oversight for BIA's advocacy efforts at the state and local levels.

Before his work in building materials trade associations, Sears spent several years in Manhattan-based advertising agencies. He provided client support and strategic leadership for the worldwide IBM account while employed by Ogilvy and Mather, which is a global advertising agency that is part of WPP in London. He also worked at a boutique agency for Computer Associates International (now known as CA Technologies), where he helped the client embark on a multimillion-dollar, international sports marketing sponsorship with the McLaren Formula One auto racing team.

Prior to entering the business world, Sears held several appointed positions in the Administration of President George H.W. Bush – including a stint as a Political Appointee in the U.S. Department of Labor. Stephen holds a Bachelor of Arts degree from Washington & Lee University and a Master of Business Administration from The Fuqua School of Business at Duke University.