

What's the difference between a PEM and an Account Manager?

Last Modified on 03/26/2025 11:14 am EDT

There are a few differences between an HBA Account Manager and a PEM, though there are some similarities as well. While the PEM role can appear like an account manager in a general sense, as they are assigned to manage the relationship with a particular account, their function is specific to the Global Ambassador Program.

A Program Excellence Manager:	An HBA Account Manager:
<ul style="list-style-type: none">• Are member leaders volunteering their time	<ul style="list-style-type: none">• Are paid HBA Central staff
<ul style="list-style-type: none">• Manage the relationship with <i>program</i> contacts	<ul style="list-style-type: none">• Manage the relationship with <i>partnership contacts</i> at the global level
<ul style="list-style-type: none">• Scope is specific to the Global Ambassador Program	<ul style="list-style-type: none">• Scope includes all HBA partnership, programs, event, etc offerings of the HBA
<ul style="list-style-type: none">• Goal is to increase satisfaction and engagement with the Global Ambassador Program, and GAP program/ALC sales as needed	<ul style="list-style-type: none">• Goal is to increase engagement/satisfaction with the partner, retain the partner, solicit sponsorship sales
<ul style="list-style-type: none">• Assigned to between 1-3 companies	<ul style="list-style-type: none">• Assigned 15-20+ companies
