

Shan Haugabrook, ACNP - GAA Executive Director (Georgia Apartment Association)

With over a decade of leadership in association management and the nonprofit sector, Shan brings a mission-driven approach and strategic mindset to her new role as Executive Director of the Georgia Apartment Association (GAA) and Foundation (GAAF), effective July 1, 2025.

In her most recent role as Senior Director of Member Relations and Engagement at the Atlanta Apartment Association, Shan led member engagement strategy over five years and spearheaded initiatives that drove organizational growth, enhanced member value, and expanded community impact.

A recognized leader in the association community, Shan currently serves on the Board of Directors for the Georgia Society of Association Executives (GSAE), contributes her time and talent to various committees, and is the recipient of the Sharon Hunt Emerging Leader Award. She is a mentor through the American Society of Association Executives (ASAE) Young Professionals Program, a Diversity Executive Leadership Program (DELP) Scholar, and has served on the Workforce Advisory Taskforce.

Shan's deep understanding of association dynamics, multifamily housing expertise, and commitment to organizational and member success will position GAA and GAAF into their next chapter with innovation, unity, and sustainable impact.