



Joanna Pineda

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Joanna Pineda is CEO of Matrix Group International, Inc., a digital agency that works with trade associations, international unions, professional societies, nonprofits and small businesses to develop and implement their online strategies to help increase membership, stem membership decline, reach new audiences, and create new services or members. Matrix Group's services include web design, content management systems, AI solutions, association management software (MatrixMaxx), mobile apps, e-commerce, members-only portals, systems integration, hosting, social media, e-marketing, and more.

Matrix Group has worked in the benefits space for over two decades, helping benefit funds create websites, benefits portals, mobile apps, and multi-channel communications.

Joanna has been working in the association space for 25 years, and has worked with some of the most prominent association and nonprofit brands. Joanna is passionate about the user experience and helping clients succeed digitally. Joanna's staff and clients call her Chief Troublemaker because she likes to think outside the box, question reality, and ask the hard questions so stuff gets done.

She is a podcaster, author, keynote speaker, and blogger about web trends, e-marketing, AI, social media and the future of associations. And now that she's a black belt in Tae Kwon Do and Hapkido, she likes to say that she creates "killer" web solutions for her clients.