

Michael McCallum

Director, Global Markets

Society for Human Resource Management

Michael McCallum is the Director, Global Markets at the Society for Human Resource Management (SHRM), where he shares responsibility for SHRM's internationalization strategy and global business development. He is responsible for identifying, creating, and sustaining partnerships abroad in order to grow SHRM's international delivery network. His regional accountability includes Brazil, Europe, and sub-Saharan Africa, while providing services to nearly 10,000 SHRM members outside the U.S.

Michael is a multi-lingual global marketing and business development leader. He has extensive strategic and operational experience in non-profit associations and B2B service marketing. His focus has been on immigration law, international healthcare and travel security assistance, and human resource management, including international assignment services, global mobility management, and intercultural and language training.

Before joining SHRM, Michael was the Director of Marketing and Business Development for the American Immigration Lawyers Association (AILA) in Washington, D.C., where he led AILA's marketing, communications and non-dues revenue programs, including publishing, conferences, sponsorships, and affinity programs.

Prior to AILA, he was Vice President, Corporate Marketing and Communications for International SOS, the global medical and security assistance leader for four million expatriates and global workforce employees. He moved from Philadelphia to the London headquarters of International SOS to lead its global corporate marketing and communications efforts. He was also with Cartus (formerly Cendant Mobility), where he served as Vice President of International Marketing Development, and at Berlitz, where he was the National Director of Business Development. In addition to the UK, he has had two expatriate assignments in Brazil, and also lived in Germany and Colombia.

As a long-time SHRM volunteer leader, he has served on the former SHRM Global Forum Board (1999-2003), and has had other leadership positions in the Northeast Region and Connecticut boards.

He holds an MBA in International Management from the Thunderbird Graduate School of International Management in Phoenix, and a B.A in Latin American Studies from the University of Virginia.