

## **Jim Hieb, Natural Stone Institute (NSI)**

James A. (Jim) Hieb, CAE, is Chief Executive Officer of the Natural Stone Institute, the leading authority for the natural stone industry. He joined the association in 2003 and was appointed CEO in 2013. Under his leadership, the Institute serves as the global voice for the natural stone industry, representing companies in nearly 60 countries.

Jim has played a central role in developing the association's core programming, including safety initiatives, continuing education, workforce and leadership programs, and international outreach. He is a Certified Association Executive (CAE) and a recipient of the American Society of Association Executives' Professional Performance Award.

He also serves as the Executive Director of the Natural Stone Foundation, a 501c3 charitable organization serving the natural stone industry.

He holds undergraduate and graduate degrees from the University of South Dakota and Bowling Green State University, respectively, and is the author of *Sandstone Center of the World*. Jim is also an adjunct faculty member at the Lorain County Community College.

In his free time, Jim is an active supporter of the Cleveland Children's Dyslexia Center, Oberlin Rotary Club, Masonic Fraternity, and his Church.

### About the Natural Stone Institute

The Natural Stone Institute has grown through mergers and expansions—bringing together organizations with roots dating back to the late 1800s—to become the industry's most comprehensive and enduring association for natural stone professionals. Today NSI provides diverse resources, professional development, regulatory advocacy, and networking opportunities while serving as the authoritative source for safety, technical standards, and knowledge on all types of natural stone.

Learn more: [www.naturalstoneinstitute.org](http://www.naturalstoneinstitute.org)

### About the Natural Stone Foundation

Established in 2017 as a charitable organization to support the promotion of natural stone through research and education provided to the natural stone industry and beyond, the Natural Stone Foundation touches the careers of thousands in the stone industry, design community, and architectural trade. It is funded primarily through donations from individuals, stone companies, and industry associations and corporate contributions from the industry's leading organizations. The broad support from within the industry enables the Foundation to disburse thousands of dollars for promoting the use of natural stone; educating the consumer, design, and architect communities through research conducted through the association's authoritative testing lab; and educational and programmatic support of initiatives that advance, strengthen, and propel the industry and its professionals.

Learn more: [www.naturalstoneinstitute.org/foundation](http://www.naturalstoneinstitute.org/foundation)