

Randa Doleh, AM
Election Biography

Member since 2019

Accredited Member designation 2020

I am currently Chief Information Officer and Senior Appraiser at SIGMA Group located in Evansville, IN

Academic instructor for a Data Analytics track of a Masters of Business Administration program for four different classes covering Data Driven Decision Making, Managerial Economics, Applied Business Analytics, and Risk Management.

President Elect, Evansville Museum of Art, History & Science

Board Member, Evansville Philharmonic Orchestra

Committee Member, Habitat for Humanity

BA of Economics - University of Southern Indiana

MBA - University of Southern Indiana

Why do you feel you are qualified for this position? Include information on past volunteer positions with ASA and other organizations.

I am an active volunteer with numerous leadership positions in the community, including most notably serving as President Elect at the Evansville Museum of Art, History & Science, Board Member at the Evansville Philharmonic Orchestra and Committee Member at Habitat for Humanity.

What contributions have you provided ASA as a member or to a comparable organization(s)?

I have presented at the ASA International Conference in 2022 on the role that data analytics/Big data plays within the appraisal and auction professions, specifically, why those professions can't be easily replaced by an algorithm from a predictive pricing perspective across different selling markets. I also hosted an ASA webinar on Project Management Software for Appraisers, covering the importance of a project management system and a CRM system for an Appraisal Business.

What do you wish for ASA's members?

A holistic experience of not only being part of one of the most prestigious appraisal organizations internationally, but to also be engaged participants who are invested in the long-term strategic positioning of this organization. ASA members need to be consumers of their own continuous education and networking experience by actively contributing to the feedback loop to further grow ASA's membership base, education offerings, and contributions to the appraisal profession.

What do you wish for ASA in the profession?

ASA has worked a lot over the past couple of years to rebrand itself within the Appraisal profession by highlighting the ASA difference but there is still a lot of room to capitalize on the inherent value of its credentials and the power of the networking opportunities it provides its members, especially the

existing gap of creating mentorship opportunities between the different generations across the member base.

Why should members vote for you?

If selected for this position, I will bring a new perspective on several topics including membership engagement and expansion, branding awareness/marketing, and ideas for journal/conference topics. I am proud to be a member of ASA and always look forward to opportunities to contribute to the future of the program.