



Ray Cronin
Founder & Chief Innovator
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Ray has been leading high technology companies for more than 30 years, specializing in building teams and navigating early startup phases. He founded Club Benchmarking in 2009 and is recognized in the club industry for his ability to communicate the strategic financial dynamics in private clubs. He has earned a reputation as a top-rated speaker for club manager, controller and board education, best known for his high-energy presentations, thought-provoking delivery and thick Boston accent. Ray contributes to the CMAA BMI education series, he was named Club Industry Educator of the Year by BoardRoom Magazine in 2018 and recognized again as an “Industry Influencer” in 2019. He served three terms as President of Thorny Lea Golf Club in Brockton, MA. Ray holds a BSEE from Worcester Polytechnic Institute and an MBA from Harvard Business School. An avid golfer and a hockey fan, Ray lives in North Easton, MA.

