

**JENNIFER H. BETHKE**  
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### **EXECUTIVE SUMMARY**

Association executive with measurable success across the education, membership and certification platforms at financial and healthcare associations, and a certification accrediting institute.

Inspired and motivated by addressing complex strategic issues and creating compelling programs to drive success, I increased revenues, reduced costs, and built dynamic education and certification programs.

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### **KEY EXPERIENCE**

- Manage approximately \$3 million operating budget;
- Actively contribute to overall strategic initiatives, including change management and organizational design;
- Develop and implement association education strategy; and institute's certification system
- Actively managed the only industry offered certification program including the development of the global strategy, exam content, and training materials;
- Leadership and organizational skills to work effectively in a team setting and independently to manage concurrent processes and projects to meet established goals, deadlines, and quality standards
- Create, manage and adjust departmental and organizational budgets to meet or exceed initiatives, including ROI;
- Ability to visualize, articulate, conceptualize and solve complex and uncomplicated problems by making appropriate decisions;
- Expert at presenting to Board members and leading consensus building initiatives; and
- Provide visionary leadership and mentorship to all staff.

### **PROFESSIONAL HISTORY**

**Institute of Inspection Cleaning and Restoration Certification (IICRC) 5/2018 – Present**  
**Certification Exam Development Manager**

*A global organization that supports growth and continued professional development to the restoration and cleaning industries.*

- Created policies to develop reliable and valid certifications to include needs assessment, goals, recommendations, etc.
- Expand and globalize industry certifications worldwide
- Developed processes to create, review and implement new and revised certifications
- Responsible for effectively managing 30 + certification programs
- Direct up to 30 + volunteer committees
- Created Task Force to explore the future of industry certifications, education, and exam delivery strategies
- Provide visionary leadership to Board of Directors
- Create and monitor department budgets

**Turnaround Management Association (TMA)**

7/2010 – 9/2017

**Chief Learning & Certification Officer**

*A global professional association dedicated to corporate renewal, change management and performance improvement. TMA provides individuals with resources including, education, certification, and lead generating opportunities*

- Developed and executed an education business plan to improve the quality and delivery of professional training, named the TMA Institute
- Researched and selected appropriate LMS, Knowledge Direct, to improve delivery of education
- Increased TMA's Winter conference revenue by 50% over the last five years
- Strategize and develop plans for all areas of TMA educational activities
- Supervise and analyze the development and compilation of educational reports to determine effectiveness, outcomes measurements, and future needs
- Research adult education trends, demographics and new market opportunities that support the organization's mission.
- Recuperated the only industry certification program: CTP (Certified Turnaround Professional) and CTA (Certified Turnaround Analyst)
- Travel throughout North America and internationally representing the association

**Society of Gynecologic Oncologists (SGO)**

3/2006 -7/2010

**Manager of Professional Education and Development**

*A medical specialty society for health care professionals trained in the management of gynecologic cancers. SGO contributes to the advancement of women's cancer care by encouraging research, providing education, raising standards of practice and collaborating with other domestic and international organizations.*

- Obtained ACCME accreditation through the development of policies, procedures and successful submission of ACCME self-study materials.
- Develop education policies and procedures to meet ACCME standards.
- Develop electronic education opportunities
- Submit effective grants in excess of \$2,500,000 and secure more than \$1,500,000 annually in corporate support
- Staff liaison to volunteer committees and sub-committees
- Develop marketing plans to promote educational activities
- Develop Education Strategic Plan and Goals

**American Society for Gastrointestinal Endoscopy (ASGE)**

7/2004-1/2006

**Manager, ASGE Professional Education**

*Individual member association with more than 14,000 members worldwide. The Society is dedicated to advance patient care and digestive health by promoting excellent and innovation.*

- Responsible for all CME activities
- Promoted three times
- Managed ACCME re-accreditation process
- Managed more than 13 education courses ranging from 50 – 1,600 attendees
- Coordinated all educational functions with logistics, marketing and web departments
- Managed all CME activities for the Society to ensure proper ACCME guidelines are followed

- Created ASGE CME policies for CME activities (live courses, enduring materials, web programs)
- Developed process for outside agencies requesting CME credits from ASGE
- Created and maintained ACCME activity files
- Managed physician volunteer committees and Special Interest Group
- Created “handbook” for in-coming course directors

**ASGE Development Specialist**

10/2002 – 7/2004

- Developed relationships to solicit corporations with sponsorship opportunities
- Planned, executed and analyzed direct marketing campaigns
- Developed, wrote, managed, edited and proofed direct mail materials including letters, brochures and the ASGE newsletter articles
- Ran queries and report on iMIS database and Crystal reporting
- Managed ASGE Foundation Board and three ASGE physician volunteer committees

**St. Jude League**

1/1999 – 2/2002

*Marketing Operations Manager*

Responsible for all direct marketing campaigns

- Hired as Assistant Promotions Manager, promoted twice to Marketing Operations Manager
- Managed a staff of 4
- Managed daily activities of all direct marketing programs
- Analyze direct mail components, selection, P/L and ROI
- Manage print purchasing totaling more than \$3 million annually
- Prepare and maintain marketing budget
- Create and manage acquisition strategies to include more than 3 million direct mail pieces annually, list selection and COA
- Plan and facilitate meetings

**EDUCATION**

CAE in-progress

Member of MPI, Association Forum, Institute of Credentialing Excellence

Loyola University Chicago Executive Education Program

Leadership for Managers

Spring, 2001

Southern Illinois University, Communications

1989-1991

**REFERENCES**

Available upon request