

Holly Wells Roseski, MBA, CAE

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SUMMARY

Over 10 years as an association leader, specializing in training, marketing, and acting as a program and project manager, leading teams from SMEs to CEOs. Reversed training program construction process so as to better conform to best practice. Decreased department expenses by 60% in one year, bringing budget into the black for the first time. Determined initiative-taker with a passion for analysis and a knack for bringing together diverse teams.

EXPERIENCE

Consultant

Protos Learning, LLC

(Start-up consulting firm focused on the training and development market)

January 2017-Present

Remote, Palm Harbor, FL

- Identified, negotiated, and established first B2B partnership, which doubled service capacity for both businesses.
- Assessed potential market, created service offerings by category, and advised on appropriate pricing based on market data.

Exam Director

IICRC *(contract later acquired by Metacred)*

August 2014-August 2016

Remote, Palm Harbor, FL

- Oversight of all projects and operations regarding content of all 28 IICRC training exams.
- Shaped exam director role after 42 years of being completely volunteer run. Acted as liaison between board members, staff, and committees to translate company goals into action and results.
- Managed committees and instructors for all 28 technical advisory committees. Acted as representative, guide, and project manager for 62 chairmen and 750 subject matter experts (SMEs) across five countries.
- Researched and wrote detailed white paper assessing markets for translated and localized products. Paper recommended discontinuing 3 of 11 exams, adding 6, and broadly adding localized products for the 15% of non-US based English instructors.
- Employed Business Process Improvement (BPI) principles to renovate the exam approval process. Moved team from 8 to 2 sign offs, cutting approval time by 75%.
- Conducted gap analysis and presented report for certification program seeking ISO 17024 accreditation. Gap analysis results and presentation fulfilled contract deliverable, awarding my employer \$20K.
- Used assessment based certificate best practices to update 8 exams. Coached chairmen and led teams through job task analysis, item writing, and beta testing.

Project Management Specialist

Randstad / Pinellas County DEI

January 2013–August 2014

Clearwater, FL

- Organized and created shared digital filing system for education team of 5. System was so well received it was introduced throughout the department of 45, and was then presented as a recommended model for other departments countywide, potentially reaching thousands of employees.
- Lead division content update for website, updating around 25 pages of resources for Pinellas' 900K+ citizens.
- Created new quarterly and annual program reports for four county programs. Mined data more than a decade old and creating data tables. Created new data gathering templates for staff, and adjusted program success KPI.

Education Manager
AAPCC

March 2008–January 2012
Alexandria, VA

- Directed all projects and operations related to customer education including partnership building, project management on federal contracts, marketing, and instructional design.
- Created and implemented a “Partner Program” designed to develop and track / build relationships with 100 strategically selected high-level national partner organizations. The program touched 50 partners its first year and was lauded by leadership as a critical component in realizing the organization’s mission.
- Project manager on three federal contracts (HRSA and FDA) at \$3M+. Wrote federal contract proposals, both awarded with total of \$2.4M with option to \$3.6M. Prepared federal quote (ONDCP), awarded for \$439K.
- Researched and wrote formal report re-evaluating conversion call rate formula for sites. The paper demonstrated why previous assigned success metrics for 58 sites were inaccurate and changed the method by which roughly \$25M annually in federal funds were awarded.
- Chairman, National Poison Prevention Week Council (NPPWC) May 2011- Jan 2012. Led a dozen associations and federal agencies in revitalizing tired tools to pull together NPPWC’s 50th anniversary celebration event.
- Led and built cooperation with a diverse team of educator employees from 58 member centers nationwide, acting as liaison, representative, and advocate with staff, BOD, federal agencies, and the general public.

Manager of Educational Programs & Services
SIA

July 2004–February 2008
Alexandria, VA

- Directed training department. Responsible for all overseeing 2 certification programs, 8 online technical courses, and 9 partner technical course programs, as well as managing staff, vendors, and SMEs.
- Initiated, researched, and wrote quarterly and annual department reports tracking registrant numbers, income and expenses, including advertising costs and external partners data, to encourage data based decisions. Reports were well received and allowed dramatic changes to \$200K department budget.
- From 2004-2005 increased revenues by 48%, while simultaneously decreasing expenses by 69%. Accomplished by right-sizing advertising budget and decreasing funding of programs in development with weak business planning. Brought online training revenue into the black for the first time in recorded history.
- Managed logistics for an annual department fundraising event. Increased sponsorships from four to five companies, obtained a 100% increase in participation, and maintained that participation increase the next year.
- Oversaw course development and management (in person training, publication form, and online training including LMS management) from conception to delivery.
- Managed RFPs, contracts, and negotiation with vendors over project terms.
- Developed an official Education Project Development Guidelines to define development procedures. Guidelines protected against poor financial decisions and cut project development time by as much as two years.

EDUCATION & CERTIFICATION

Masters in Business Administration - Virginia Tech, Blacksburg, VA

Bachelor of Science - University of Florida, Gainesville, FL - Major: Psychology

Certified Associate Executive (CAE), American Society of Association Executives, Jan 2016 - Dec 2021

SKILLS

- Microsoft Office: Word, Excel, PowerPoint, Visio
- Wordpress, Google Analytics, Yoast
- Webinar host: Citrix GoToMeeting, GoToWebinar
- Survey Monkey
- Test delivery: Prometric, Webassessor
- LMS: Saba, Moodle
- AMS / CRM: netFORUM
- Social Media: YouTube, Facebook, Twitter