

# EXECUTIVE POSITION PROFILE

## Senior Director, Education / Chief Learning Officer

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AMERICAN ACADEMY of  
DERMATOLOGY

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This search is being conducted by:

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# I. Position Description

## Scope of the Position

The Chief Learning Officer (CLO) will develop and lead the strategic initiatives of the Academy's professional development and lifelong learning programs to deliver its vision of being recognized as the preeminent source of dermatology education. This senior level position will move the organization forward as it drives the Academy to deliver an array of traditional and emerging educational programs and products with creativity and innovation to address the evolving needs of members and the health care workplace. S/He will ensure programs and activities are aligned with the Strategic Objectives established by the Council on Education and approved by the AAD Board of Directors and are consistent with the AAD strategic priorities, initiatives, and vision. The CLO will work in concert with the Executive Director & CEO, all related AAD Councils, Committees and work groups, and collaborate effectively across the entire organization to achieve results. The CLO reports directly to the Executive Director & CEO, and has two direct reports.

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## Key Responsibilities

The Chief Learning Officer will be expected to undertake the following strategic responsibilities:

- Oversee the creation of successful, high quality education opportunities, ensuring that content is presented in a variety of formats, including emerging capabilities, consistent with adult learning principles and optimal educational technologies to meet and engage diverse, global audiences.
- Work collaboratively with the Council on Education and its related committees, task forces, and workgroups to provide the Board of Directors with cutting-edge strategic direction for the overall professional development and lifelong learning activities of the Academy.
- Work with member leaders and senior management to define education objectives, strategies and tactics, as well as milestones and measures to drive the Education Strategic Plan. Assure collaboration and integration with related departments.
- Establish the Academy as the industry-leader in innovative, comprehensive, and responsive dermatology education.

- Assure CME activities are innovative and align with ACCME, AMA, FDA, and OIG criteria, policies, standards, guidelines, and regulations. Direct the ACCME re-accreditation process and the transcript program for members.
- Lead efforts to ensure educational activities are based on gaps in knowledge or performance, supported by evidence-based data, meet the needs and preferences of lifelong learners, and evaluated regarding measurable change in learners' competence, clinical performance and/or patient outcomes.
- Collaborate in the development and implementation of a strategic vision to provide professional development and lifelong learning programs and services for domestic and international audiences in a variety of established and emerging formats.

## Other Essential Duties

- Design and develop evaluation methodologies to assess the effectiveness of instruction and learning.
- Serve as a key contact with relevant external groups such as American Board of Dermatology, American Board of Medical Specialties, Council of Medical Specialty Societies, and Accreditation Council for Continuing Medical Education.

- Collaborate with senior management and across the organization to create partnerships with all areas of the organization and work to fulfill the Academy's strategic initiatives.
- Collaborate with Academy staff leaders to ensure Academy position papers and other evidence-based products and services are responsive to and supportive of the Academy's educational initiatives and its mission to address members' and the healthcare community's needs to improve learner competence, learner performance, and patient outcomes.
- Provide overall staffing and liaison services to assigned councils, committees, and task forces in conjunction with the chairs of these organizational groups. This will include drafting meeting agendas, coordinating meetings and conferences calls, drafting programs/strategies to be discussed on the agenda, drafting and distributing summation reports, tracking follow-ups, assisting with developing and monitoring committee budgets, and ensuring annual reports are complete.
- Work with the chair to ensure the business of each committee is accurately recorded and placed on the appropriate agenda(s) for the oversight committee, council, or Board. Develop and maintain knowledge of each committee's area of expertise and work effectively and cooperatively with volunteers providing input, procedural guidance and counsel.
- Supervise department staff, promote teamwork and professional development, and manage change with a big-picture strategic orientation.

## Supervisory and/or Management Responsibilities

- Strategic Orientation — Uses a big picture focus in decision making, accept some risk and uncertainty. Effectively manages change, anticipates problems and develops contingency plans. Shares big picture with others and how it impacts them and the organization. (Academy Leadership Behavior)

- Teamwork — Promotes teamwork and works with others in a collaborative and interdependent way. (Academy Leadership Behavior)
- Staff Empowerment and Development — Helps others realize their potential through mentoring, coaching, and delegating. Challenges appropriately and seeks to maintain the self-esteem and self-confidence of others. (Academy Leadership Behavior)
- Personal Action and Style — Takes initiative, communicates fully, establishes trust, listens, promotes learning, and remains positive and supportive through change. (Academy Leadership Behavior)
- Effectively utilizes the Academy's employee recognition program.
- Communicates performance standards and provides timely evaluations and performance feedback.
- Ensures effective hiring practices and selection of staff.
- Establishes practical goals and objectives with direct reports and monitors results.



## Measures of Success

The Chief Learning Officer (CLO) of the Academy will guide efforts consistent with the following values:

- Learning Resources are evidence-based, timely and relevant.
- Education programs are innovative and aligned with recertification and licensure requirements.
- Education programs and products are engaging diverse audiences.
- Delivery formats are designed to meet the needs and preferences of life-long learners.
- The portfolio of services and programs are consistent with AAD strategic priorities and initiatives.

The CLO will ensure programs and activities are aligned with the Strategic Objectives established by the Council on Education and approved by the AAD Board of Directors:

- Expand and enhance the portfolio of education products and programs: particular emphasis on increasing digital learning strategies and innovative program formats.

- Expand the audience for AAD Education: focus on increased presence with International audiences, Industry Education programs and other healthcare professionals concerned with dermatologic care.
- Align AAD Resources to achieve Strategic vision: maintain fiscal and operational alignment and lead education team.

## Knowledge, Skills, and Abilities

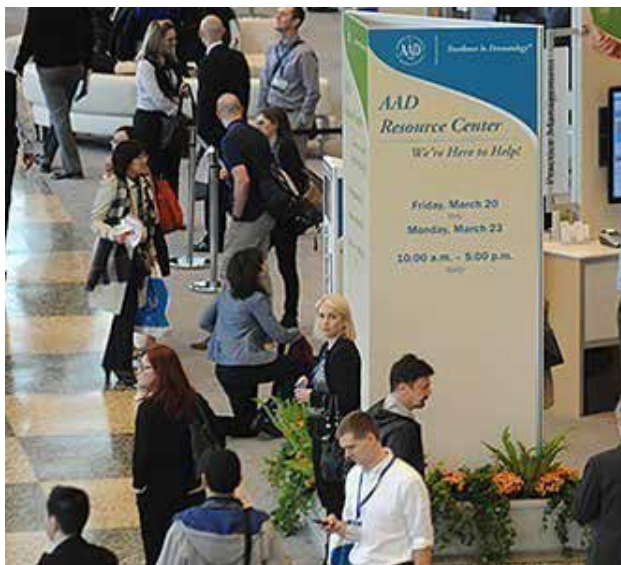
- Extensive knowledge and application of adult learning principles and technologies, including emerging trends in delivery of educational resources in a broad range of modalities and formats (e.g., distance and online learning).
- Demonstrated success in employing effective teaching methodologies, curriculum planning, program development and evaluation.
- Knowledge of ACCME and AMA criteria, policies, standards and processes as well as the American Board of Medical Specialties Maintenance of Certification Program.



- Ability to apply scientific methodology, including qualitative and quantitative measures, in the design and implementation of surveys and evaluation forms, research projects, and outcome studies.
- Knowledge of quality improvement and their applicability to education initiatives. Ability to communicate clearly, accurately and effectively.
- Excellent project management skills.
- Strong staff management skills, with experience in hiring and training high quality staff and effectively conducting performance appraisal and delivering constructive feedback.
- Approximately 25 percent travel, in addition to weekend and sometimes evening meetings and conference calls.

## Experience & Qualifications

- Master's degree in education or a related discipline required.
- Minimum 10 years of progressively responsible experience in the area of adult/continuing education with an emphasis on experience with physicians and/or professional associations.
- Experience planning and/or overseeing educational seminars, conventions, conferences, continuing education programs, and the like.



- Experience in oversight and implementation of grant-funded programs and related reporting requirements.
- Experience in fiscal planning including developing and managing a department budget and managing and providing leadership to multiple staff members.

## Demonstrated Competencies

- Innovative and entrepreneurial approach; strong project management abilities.
- Business acumen, including awareness of business functions and how business decisions affect financial and non-financial work results.
- Skilled at negotiating and contracting; adept at creating RFPs, analyzing vendor proposals, and monitoring contract specifications.
- Able to deal with ambiguity and stress; able to help others deal with ambiguity and stress.
- Proven track record in successfully converting goals and strategies into productive actions.
- Exceptional written and oral communication skills; poised, confident, and effective when making presentations.
- Keen sense of team spirit; able to lead and participate in cross-departmental groups to achieve objectives.
- Management Theory and Practices - Ensure effective selection, training, performance appraisal and corrective or disciplinary action of employees. Be able to select and use appropriate reinforcements and motivational incentives. Understand the benefits and risks associated with empowering employees.
- Leadership — Demonstrate and encourage high standards of behavior; adapt leadership style to situations and people; empower, motivate, and guide others. Help staff adapt to changes and help them see the value and benefits of the changes. Consider and respond appropriately to the needs and feelings of others; treat others equitably.

## II. Organization Overview

### Mission

Promoting leadership in dermatology and excellence in patient care through education, research and advocacy.

### Vision

“Excellence in Dermatology”

### About AAD

The Academy was founded in 1938. It is the largest, most influential and most representative dermatology group in the United States. With a membership of more than 19,000, it represents virtually all practicing dermatologists in the United States, as well as a growing number of international dermatologists. AAD has a budget of \$51 Million and a staff of 190.

The Academy also plays a major role in formulating policies that can influence the quality of dermatologic care through its sister organization, the American Academy of Dermatology Association (AADA). The Academy seeks to promote and advance the science and art of medicine and surgery related to the skin; promote the highest possible standards in clinical practice, education and research in dermatology and related disciplines; and support and enhance patient care and promote the public interest relating to dermatology.



### Values

- **Patients first:** Compassion, caring and listening are at the heart of delivering the highest-quality dermatologic care. We are working to ensure members' ability to facilitate access to dermatologic care and deliver the highest quality of care.
- **Professionalism:** Adhering to an uncompromising code of clinical and ethical standards among ourselves and with the public. The cornerstones of these standards emphasize honesty, integrity, transparency and mutual respect.
- **Lifelong learning:** Pursuing knowledge and continuous improvement, embodying a spirit of intellectual curiosity and interchange through self-assessment and ongoing evaluation.
- **Rigorous inquiry and creative work:** Pursuing excellence through innovation, creativity, critical evaluation and open dialogue.
- **Collaboration:** Working together with mutual respect, collegiality and transparency. Collective and coordinated efforts through partnerships and teamwork encourage engagement, inspire ideas, create essential dialogue, and foster synergistic results.
- **Social responsibility:** A dedication to the greater good. Community leadership, volunteerism and stewardship are hallmarks of our ability to contribute to public health.
- **Diversity:** Acknowledging, respecting and valuing differences. An inclusive approach to people, ideas and practice styles includes a willingness to listen to all points of view. The result is collectively better because the whole is greater than the sum of its parts.

## AAD Staff

### Senior Staff

- Executive Director & CEO  
Elaine Weiss, JD
- Chief Financial Officer  
Steven Debnar
- Managing Director, Administration  
Sarah Tancredi
- Senior Director, Science, Quality, and Practice
- Senior Director, Education /  
Chief Learning Officer
- Senior Director, Integrated Communications  
Melanie Tolley Hall
- Senior Director, Community, Corporate, &  
Philanthropic Relations  
Nancy Ali
- Senior Director, Member Engagement  
Cindy Kuhn

- Senior Director, Constituent Relations and  
Strategic Planning  
Krista Kauper
- Senior Director, Advocacy & Policy  
Barbara Greenan

### Direct Reports

- Associate Director, Education
- Associate Director, Digital Learning

## Web Presence

To learn more about the American Academy of Dermatology, please visit: [www.aad.org](http://www.aad.org)

## Headquarters

The Academy's Headquarter is currently located in Schaumburg, IL, however, the Headquarters will be relocating to Rosemont, IL in March 2018. The Academy also has a satellite office in Washington, DC.





# III. About Vetted Solutions

**Vetted Solutions** is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

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