

Caroline Van Howe

Experienced Non-Profit and Continuing Education Training COO

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Experienced Chief Operating Officer with a demonstrated history of working in the non-profit organization management industry. Skilled in Continuing Education / Training, Sales, Marketing, Educational Technology, Management, Assistive Technology, and Business Development. Strong operations professional with 20+ years running technology-based CE/T programs and user conferences.

Work Experience

Chief Operating Officer

Assistive Technology Industry Association -
Chicago, IL June 2006 to Present

As Chief Operating Officer, I am responsible for the day-to-day operations of the association including an annual conference (5,000+ combined in-person and virtual audience and 300+ education sessions), online professional development program (20,000+ learner profiles), membership programs, and alliance partnerships. The association has an annual budget of \$1.9M. Day-to-day management responsibility for a support team of 10. ATIA publishes an online research journal, Assistive Technology Outcomes and Benefits (ATOB).

As COO, I have responsibility for revenue objectives for the different program areas and expense controls as part of the annual budget. I report to the CEO.

Significant accomplishments include:

1) Managing the application process and ongoing compliance activities as an approved provider for five CE organizations:

- ACVREP (Academy of Certified Vision and Rehabilitation Education Professionals)
- AOTA (American Occupational Therapy Association)
- ASHA (American Speech-Language and Hearing Association)
- CCRC (Commission of Certified Rehabilitation Counselors)
- IACET (International Accreditors of Continuing Education and Training)

2) Publishing an online journal, Assistive Technology Outcomes and Benefits (ATOB), that is accredited with the following online research databases: EBSCO, ERIC, (Education Resources and Information Center), Pro-Quest and Scopus.

Other significant accomplishments include: growing the conference and online education programs to double capacity; successful transitioning to a hybrid model during the global pandemic; and meeting or exceeding revenue and profit targets for the association.

External Background: Served as a Peer Reviewer with the International Accreditors for Continuing Education and Training since 2017 and as Chair of the Commission during 2022. Joined the IACET Standards Council in April 2023.

Director of Training and Implementation Services

Cambium Learning Technology, formerly IntelliTools Inc. - Boston, MA January 2000 to May 2006

As Director of Training and Implementation Services, I was responsible for the training and implementation services for the education technology product line developed by the organization. The training materials were developed by an in-house team of 2-4 trainers and delivered by an 20+ external network of qualified trainers to school districts and agencies around the US and Canada. The implementation services were developed and delivered by myself and a small team of educators to strategic customers under 3-24 month contracts.

Significant accomplishments include: creating and setting up 24 training centers based in partner organizations around the US; converting a training program that was run at a loss of \$50,000 to a positive \$1.5 M revenue generation; and creating and delivering an implementation services program based on an action research plan model to deliver significant results for clients.

Director of Corporate Marketing

Sterling Software, formerly Synon, Inc. - San Rafael, CA September 1984 to September 1999

As Director of Corporate Marketing and Product Manager for a global enterprise application development tool company, I was responsible for corporate marketing programs for US, Europe and Asia. In the US there was a marketing team of 10-12. Corporate marketing programs included: annual user conference, online web site, national and local user groups, sales kick off and sales collaterals, services kick off and services collaterals, PR, newsletter production, and product management.

Significant accomplishments include: successful transition during acquisition process of user groups, conference and strategic customer relations; meeting sales and service revenue targets; opening up new

territories for product distribution with new agents in Europe (Turkey, Middle East, Slovenia, and Greece); and co-authoring a training manual that was adopted by IBM as a Red Book for worldwide distribution.

Education

Certificate in Product Marketing

University of California-Berkeley, Extension Studies -
Berkeley, CA 1995 to 1996

MA in American Literature

Eastern Michigan University,
USA

MA Education in Education Studies

University of Michigan, USA

Post Graduate Certificate of Education in Secondary level teaching in English

University of Sheffield,
UK

BA in English Language and Literature

University of Sheffield,
UK

Skills

- Microsoft Office products (15+ years)
- Constant Contact email marketing (10+ years)
- Word Press - web content management (8 years)

Additional Information

Northern California Palm Society, Secretary (www.Palmsnc.org)
Great Books Council of San Francisco, Secretary (www.greatbooksncal.org)