



## Position Specifications

Role Specifics	
<b>Position</b>	Vice President, Continuing Professional Education
<b>Company</b>	American Academy of Dermatology
<b>Location</b>	Rosemont, IL
<b>Reporting Relationship</b>	Executive Director and Chief Executive Officer
<b>Website</b>	<a href="http://www.aad.org">www.aad.org</a>

## AMERICAN ACADEMY OF DERMATOLOGY

The American Academy of Dermatology (AAD or the Academy) was founded in 1938 as a 501(c) (3) not-for-profit organization, and has grown to be the largest, most influential, and most representative of all dermatologic associations. In 2000, the Academy formed a 501(c)6 sister organization, the American Academy of Dermatology Association, to serve as a resource for government affairs, health policy and practice information for dermatologists, and play a major role in formulating policies that can enhance the quality of dermatologic care.

With a membership of more than 20,500 physicians worldwide, the Academy is committed to; advancing the diagnosis and medical, surgical, and cosmetic treatment of the skin, hair, and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of

healthier skin. The Academy is dedicated to the highest quality standards in continuing medical education and plays a major role in formulating socioeconomic policies that can influence the quality of dermatologic care. The Academy's key priorities include quality patient care, influential and trusted voice, specialty leadership, membership support and organizational vitality.

The Academy has grown dramatically over the past 30 plus years from 2,000 members, a budget of \$1 million, and a four person staff to over 20,000 members, a roughly \$55 million budget, and a staff of roughly 206 employees today. Its membership represents over 94% of practicing dermatologists in the United States. The annual meeting has a registration of approximately 18,000 to 19,000, including 9,000 to 10,000 medical personnel. The meeting provides an educational forum, which focuses on scientific and clinical advances in the field of dermatology as well as rapidly developing socioeconomic issues.

The Academy's primary office is located in Rosemont, Illinois, a suburb of Chicago. It also maintains a satellite office in Washington, D.C.

## Organizational Overview

### **BOARD OF DIRECTORS**

<https://www.aad.org/member/membership/governance/bod>

### **EXECUTIVE STAFF**

<https://www.aad.org/member/membership/governance/staff>

### **ADDITIONAL INFORMATION**

[Organizational Structure](#)

[Strategic Plan](#)

## Position Overview

The Vice President, Continuing Professional Education has a tremendous opportunity to capitalize and build on the great work, extremely strong brand equity, and institutional successes to date. The Vice President will need to work well with organizational outcomes-based goals, work closely with the Executive Team and in close collaboration with other executives with a clear, accountable, membership-focused, and partnership-oriented style.

The VP will oversee the strategic initiatives of the Academy's continuing professional development programs for its members as well as those interested in entering the field of dermatology. They will lead the design, development, delivery, and financial management of the Academy's continuing professional development programs. This leader will work in concert with the Executive Director & CEO to support the Board of Directors and its continuing professional development-related council and committees with professional development planning and learning approaches.

The Vice President will oversee continuous evaluation and improvement of programs, and have responsibility for curriculum design, content development, delivery, evaluation and feedback systems, and education delivery mechanisms, including distance learning and online education. And ensuring that programs and services provide value to members at all stages of their career.

This position will represent the Academy to governance groups and related external entities and maintain a high level of knowledge of American Board of Medical Specialties (ABMS) standards for Continuing Board Certification as well as foster collaboration between the Academy and the American Board of Dermatology in identifying ways to help members meet these standards. The VP will provide leadership and direction to department staff and work collaboratively across the organization to further the Academy's mission and strategic initiatives.

### **Responsibilities as member of Executive Team:**

- **Maintaining strategic focus:** ensuring that the organization remains focused on its strategic plan, that sufficient time is spent reviewing the strategy including identification of risks and opportunities, that future needs and opportunities are anticipated, and that the organization remains sustainable.
- **Taking a collective approach:** taking an organization-wide view, working together as a collective enterprise team, putting the good of the organization over individual or personal gain, and breaking down silos and co-creating solutions.
- **Being accountable for contributing to team health and esprit de corps:** demonstrating through behavior and approach that differences among team members are valued, listening, and communicating effectively, seeking input, challenging professionally, and actively working to build respect for one another.
- **Driving cultural change:** being a catalyst for organizational change, communicating and modelling behaviors, intentionally engaging in developing of the team and all staff, and reinforcing and holding others accountable.

### **Essential Duties and Responsibilities:**

- Oversee the creation of successful, high quality education opportunities, ensuring that content is presented in a variety of formats consistent with adult learning principles and optimal educational technologies to meet diverse market needs.
- Work collaboratively with the Council on Education to provide the Board of Directors strategic direction for the overall professional development activities of the Academy. Work with member leaders and senior management to define education objectives, strategies, and tactics, as well as milestones and measures, in order to support those elements of the Academy's overall strategies related to continuing professional development. Assure collaboration and integration with related departments.

- Ensure that all CME activities comply with ACCME, AMA, FDA, and OIG criteria, policies, standards, guidelines, and regulations. Direct the ACCME re-accreditation process.
- Lead efforts to ensure educational activities are based on gaps in knowledge or performance, supported by evidence-based data, and evaluated regarding measurable change in learners' competence, clinical performance and/or patient outcomes.
- Design and develop evaluation methodologies to assess the effectiveness of instruction and learning.
- Collaborate in the development and implementation of a strategic vision to provide continuing professional programs and services internationally.
- Serve as a key contact with relevant external groups such as American Board of Dermatology, American Board of Medical Specialties, and Council of Medical Specialty Societies.
- Collaborate with senior management and across the organization to create partnerships with all areas of the organization and work to fulfil the Academy's strategic initiatives.
- Oversee the production of Academy position papers, scientific articles, clinical application tools, and other evidence-based products and services to ensure they are responsive to and supportive of the Academy's educational initiatives and its mission to improve learner competence, learner performance, and patient outcomes.
- Provide overall staffing and liaison services to assigned council, committees, and task forces in conjunction with the chairs of these organizational groups. This will include overseeing the drafting of meeting agendas, coordination of meetings and conferences calls, drafting programs/strategies to be discussed on the agenda, 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.

## **Professional Experience/Qualifications**

- 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, conferences, and e-learning activities whether certified for CME or not.
- Experience in oversight and implementation of grant-funded programs and related reporting requirements.
- Experience with ACGME and ABMS requirements for residency education and Continuing Board Certification.
- Experience in fiscal planning including developing and managing a department budget and managing and providing leadership to multiple staff members.
- 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.
- Demonstrated understanding of ACCME and AMA criteria, policies, standards, and processes as well as the American Board of Medical Specialties Continuing Board Certification Program.

- Ability to apply scientific methodology, including qualitative and quantitative measures, in the design and implementation of surveys and evaluation forms, and outcome studies.
- Knowledge of quality improvement and its 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.

**Success Factors:** Characteristics/competencies that contribute to an individual's ability to excel on the job. The list is for development purposes only. They do not represent the minimum qualifications needed to perform the job.

- 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, analysing 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.

## Education

- Master's degree in education or a related discipline required. Doctorate degree preferred.

## Compensation

- An attractive compensation package based upon background and experience will be provided.

## Application Process

- Interested and qualified candidates are welcome to submit a cover letter and resume to:  
[AADVicePresidentContinuingProfessionalEducation@kornferry.com](mailto:AADVicePresidentContinuingProfessionalEducation@kornferry.com)

## KORN FERRY CONTACTS

### **Jodi Weiss**

Practice Leader, Nonprofit & Higher Education

T – 917.744.5983

[Jodi.Weiss@kornferry.com](mailto:Jodi.Weiss@kornferry.com)

### **Michael Moore**

Senior Recruiter, Nonprofit & Higher Education

T – 713.557.6189

[Michael.Moore@kornferry.com](mailto:Michael.Moore@kornferry.com)

### **Brendan Gallagher**

Managing Consultant, Nonprofit & Higher Education

T – 215.656.5342

[Brendan.Gallagher@kornferry.com](mailto:Brendan.Gallagher@kornferry.com)

