

After

Janet Abramson, MBA, CAE

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Vice President • Senior Management Executive • Director of Operations

- Innovative executive with 14-years experience leading multiple business operations and projects
- Certified Association Executive, American Society of Association Executives (ASAE)
- Excellent team builder and people developer
- Positive thinker and solution finder
- In demand to lead new, complex projects
- Outstanding presentation and communication skills

"Janet is the centerpiece of my team." Executive Director, National Association for Technical Training

Expertise

Strategic Planning • Tactical Leadership • Multifunction Management • Continuous Process Improvement
New Business Development • Contract Negotiations • In-depth Financial Analysis • Profit Growth • Technology Solutions
Executive Presentations • Corporate Relationship Building • Leadership Development • Consensus Building

Senior Managerial Experience

Assistant Director, Business Operations

National Association for Technical Training, Washington, DC

2005-present

Energetic executive overseeing marketing and customer service departments and supervising service contracts with human resources, online services, finance, information technology, and general counsel offices.

Create mission-enhancing business plans and present to board of directors for approval.

Develop and manage association's \$25 million operating budget and first three-year capital budget .

Lead development and implementation of association branding.

Present regularly to the board of directors and visiting executives.

Accomplishments

- Designed business intelligence system, including dashboard of key indicators, to improve organizational performance.
- Expanded association's online visibility by leading search engine optimization project.
- Raised Customer Service Center's performance, staff morale, and reputation through creation of metrics to evaluate effectiveness.
- Certification renewal rate increased by 14% from 2006 to 2007 after redesigning communication series.
- Lowered employee vacancy rates by creating tracking system with human resources staff.

"Janet is gifted with the ability to make every team member feel important." Customer Service Manager

Vice President, Operations

Education Virginia, Fairfax, VA

2002-2005

As second-in-command, managed operations for prestigious statewide education program.

Supervised all processes relating to delivery of monthly, two-day educational seminars.

Oversaw annual audit process, creating systems to ensure internal controls and segregation of duties.

Accomplishments

- Developed evaluation systems to ensure ongoing program improvement and participant satisfaction.
- Improved efficiency of competitive application process for senior executives.
- Redesigned and repurposed database to expand search capabilities.

Senior Managerial Experience (continued)

Director of Operations

Fairfax Art & Frame, Fairfax, VA

1994-2002

Directed diverse operations of family business.

Accomplishments

- Successfully acquired exclusive rights to represent publishers and artists.
- Expanded gallery space twice, resulting in tripling of revenue within two years.
- Designed customer database to analyze sales trends and plan marketing strategies.
- Replaced antiquated accounting system with state-of-the-art software.

Society of Professional Administrators

Falls Church, VA

1983-1994

Director of Membership and Communications, 1989–1994

One of six direct reports to Executive Director in 100,000-member professional association.

Accomplishments

- Thirty percent increase in membership after creating and implementing targeted marketing campaigns.
- Membership renewal rate rose from 68% to 74% through improvement of written communication series.

“Every year Janet introduces a program that increases membership’s revenue.” Chief Finance Officer

Production Manager, 1985–1989

Managed production functions for two full-color magazines under tight deadlines in high-pressure environment.

Authored six articles published in *Design and Production* magazine.

Membership Promotion Manager, 1983–1985

Coordinated production of marketing and membership materials including annual reports, newsletters and direct mail.

Education and Affiliations

- **Master of Business Administration**, Management concentration
University of Baltimore, Baltimore, MD
- **Bachelor of Arts**, Political Science and Sociology majors
Cum Laude Clark College, Washington, MD
- Dale Carnegie Leadership School, graduate
- American Society of Association Executives, member

Computer Skills

Microsoft Word • Excel • Access • PowerPoint • Outlook • Forecaster • Quick Books