

Phillip D. Bynard

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Credentialing Management and Development Executive *Tutoring Expert | Association-Based Credentialing | Competency-Based Assessments*

Senior Credentialing Project Leader with 10+ years directing high-quality exam development and delivery of competency-based certification exam leading to premier credential for tutoring profession. Proven track record leading large-scale test content development efforts, orchestrating work of test vendors, certification stakeholders, association staff, and 100+ SMEs each year. Skilled in overseeing test development vendors to ensure quality, standards, and accurate alignment to association-developed competency model. Areas of Expertise:

**Credentialing Program Management | Test Item Development | Assessment Scoring | Exam Quality and Standards
Exam Analysis/Criterion Validation Oversight | SME Recruitment | Vendor and Budget Management
Marketing | Strategic Planning | Candidate Education and Outreach | Presentations**

Former education management professional and tutor with strong network of education and tutoring thought leaders. Accomplished presenter and well-regarded team leader who inspires SME loyalty and cooperation.

Professional Experience

ACADEMY FOR PROFESSIONAL TUTORS, Vienna, VA

2005–present

Leading association for professionals who tutor in educational organizations around the world.

Senior Project Manager, Credentialing

Following successful certification pilot program, hired to build, implement, and manage effective exam operating infrastructure that has supported and contributed to a *500 % increase in number of CPT (certified professional tutor) credential holders since 2005*. Develop and manage performance assessment section of exam and oversee updating of items to knowledge portion of exam. Manage \$2M budget, direct 100-plus SMEs per year, and contract and manage vendors. Support AHRD Certification Institute and liaise with local chapters. Key contributions:

Exam Development and Operations

- Championed and co-authored first-ever Strategic Certification Plan outlining mission, vision, and goals.
- Partnered with vendor and industry experts to create unique performance assessment incorporating essays, analysis, and work samples/documentation to more accurately measure candidate competencies.
- Authored comprehensive *CPT Certification Manual*, created short how-to job aids on specific exam topics, and managed content for certification website detailing exam requirements and procedures.

SME Recruitment and Leadership

- Instituted selective recruitment process resulting in surplus of qualified SMEs for certification activities.
- Built an engaged, loyal team of “cream of the crop” SMEs for exam content development and scoring; team consists of 70% returning SMEs, reducing number of new SMEs to recruit each year.

Marketing and Outreach

- Conceived and assisted in implementation of innovative video-based testimonial initiative, which contributed to growth in credentialing program participation and in number of private, public, and nonprofit educational institutions valuing and using credential as hiring requirement.
- Instrumental in strengthening external credential marketing efforts by establishing awards program recognizing industry thought leaders, employers, and credential holders for outstanding efforts in promoting CPT credential.

Education Management and Tutoring Experience

THE COMMUNITY EDUCATIONAL PARTNERS, Laurel, MD 2002–2005
Local 20-employee educational support company in Maryland and Washington, D.C.

Chief Administrative/HR Officer

Supervised 3 direct reports, managed \$1.5M annual budget, and oversaw human resources, information systems, office management, and public relations/communications departments. Created an extensive selection and hiring process to improve the company's success rate in hiring most qualified tutors and educators.

COSTA, Orlando, FL 1999–2002
International firm with approximately 11,000 employees in 70 locations throughout the U.S. and Canada.

Director of Educational Development and Curriculum

2000–2002

Director of Learning and Education

1999–2000

Supervised up to 8 direct reports. Designed the strategic framework for training/development platform, building the learning and education team, developing, implementing, and managing various training initiatives.

Additional experience includes serving as **corporate training manager** for Kelley-Clarke, Robinsons-May Department Stores, and work as an **independent educational consultant**.

Education

MA, Educational Management, Pennsylvania State University, State College, PA
BA, Psychology, and BA, Sociology, Purdue University, West Lafayette, IN

Professional Development

Credentialing Marketing course | *Business of Certification* workshop, **Institute for Credentialing Excellence Academy**

Affiliations

Society for Curriculum Development | Academy for Professional Tutors | American Educational Consultants Society