

Johnnie White, MBA, CMP

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PROFILE SUMMARY

Passionate, results-driven Executive with strong leadership and entrepreneurial experience in managing multimillion dollar associations and not-for-profit organizations with powerful missions. Expertise in overseeing budgets of over \$25 million and staff of 40+ employees, developing strategic alliances with national and international organizations to establish global presence, incorporating technology and social media to enhance the organization's programs and products, leading fundraising activities, public policy and communication management, supporting Board of Directors, developing new programs and increasing membership. Exceptional skills in enhancing organizational brand through effective managing and development of staff.

LEADERSHIP COMPETENCIES

- Team Leadership
 - Strategic Planning
 - Financial & Operations Management
 - Event & Project Management
 - Global Business Development
 - Strategic Partnerships
 - Public Speaking
 - Technology Integration
 - Board Relationship Management
 - Process & Performance Improvements
 - Social Media Marketing
 - Financial Administration & Reporting
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PROFESSIONAL EXPERIENCE

AMERICAN ACADEMY OF OTOLARYNGOLOGY- HEAD NECK AND SURGERY (AAO-HNS)

The world's largest organization representing specialists who treat the ear, nose, throat, and related structures of the head and neck.

Sr. Director

2015 - Present

Oversee the planning and development for all education programs, including an annual meeting that attracts over 9,000 attendees and a newly developed learning management system that is hosting all of the AAO-HNS Foundation online programs. Also, manage and oversee the Global Affairs business unit. Manage a team of 16 employees. Serve on the Executive Leadership Team.

CARDIOVASCULAR RESEARCH FOUNDATION / NEW YORK, NY

A research foundation generating \$50 million in revenue towards developing improvements in cardiovascular disease patients outcomes.

Executive Director

2010 – 2014

In my position as Executive Director, managed CRF's Center for Education Division, which consists of over 40 employees, has a budget of \$25 million, and implemented an Association business model. Oversaw the planning and development process for all educational programs of the Foundation, a robust Website with a subscription base of 50,000 paying and non-paying members worldwide, and an award-winning editorial and news group. Directly managed all marketing and social media for the entire organization, in addition to the business development strategy, which supported more than 50% of the overall budget for the entire organization. Served on the Executive Committee in charge of the organization's strategic initiatives and direction.

- Initiated and developed strategic alliances with US medical associations and international associations which included the emerging BRIC countries (and more).
 - Launched the first largest paperless medical educational program in the world by supplying all attendees (close to 12,000 total attendance) with a Samsung tablet as a platform for participation.
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- Implemented a state-of-the-art studio to develop live-streaming programming over the Internet through the Website and social media.
- Managed and lead the fund raising activities for the Foundation's annual gala.
- Developed a relationship with a highly successful journal publisher in the field to create the first publication for the organization.
- Oversaw a patient education Website on women's health which was sold to the US government.
- Negotiated the participation of former Secretary of State Hillary Clinton as a keynote speaker at the annual meeting.

Director**2006-2010**

Managed a team of 20 employees to develop 40+ medical educational activities each year, which included US and international programs with attendance of 150 to 12,000 physicians and allied health professionals.

In addition to managing the educational programs, directed the marketing function for the Foundation.

- Managed a budget of \$20 million.
- Served on the Executive Committee to develop and implement the organization's strategic plan.
- Oversaw all aspects of organizing one of the most advanced technological medical programs in the world which streams over 100 hours of live medical procedures from 20-30 different hospitals from around the world to the site of the program and produces more HD content than the Olympics.
- Negotiated a multi-year strategic partnership with a prominent US Cardiology association, which helped to promote brand awareness for the organization.

THE ENDOCRINE SOCIETY/ WASHINGTON, DC

The world's oldest, largest, and most active organization devoted to research on hormonal function and the clinical practice of endocrinology.

Director**2002-2006**

Managed all aspects of the Society's educational activities and events, which included the annual meeting with an attendance over 8,000, 50+ committee meetings, various regional events with an attendance from 100 – 500 (and enduring material). Supervised a staff of ten. Established and managed the Society's guidelines and policies for CME accreditation for all educational programs. Worked closely with many of the Society's committees and task forces to promote the implementation of their strategic goals.

- Increased revenue budget over \$8 million.
- Successfully awarded CME re-accreditation.
- Managed the organization's first international program in Brazil.
- Developed a dual educational program for physicians and their patients.

Manager**2000-2002**

Managed a staff of four and oversaw the CME Services department. Developed business development strategies to solicit funding in support of the society's traditional CME activities, and the Society's extended CME activities. Expanded the organization's program offerings.

- Exceeded net revenue budget goals by 5% to 10% each year.
- Developed an educational regional program series on Diabetes which was presented in 25 states within 10 weeks.

Meeting Planner**1998-2000**

Managed multiple programs and provided support for the annual meeting. Tasks included establishing a budget, locating sites, negotiating contracts, marketing, managing vendors (registration, housing, decorator, DMC, etc.), and managed the meeting on-site. Also assisted in overseeing the expansion of the CME Services department, which included visiting pharmaceutical companies to present an overview of the products and services in order to solicit funding.

- Developed a new revenue stream for the organization through the development of the CME Services Department.
- Assisted in enhancing the call for science process for the annual meeting.

AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS/ RESTON, VA

AIAA is the world's largest technical society dedicated to the global aerospace profession.

Program Manager/ Event Specialist**1992-1997**

The position incorporated the tasks of a Meeting Manager, Operations Manager, and Director. Responsible for more than 60 programs. Liaison between the association and the volunteer program committees and Board of Directors.

- Awarded the "Employee of the Quarter" four times.
- Enhanced the program registration database and process.
- Managed the organization's largest program, which attracted an attendance of over 2,000 and 50 programs per year.
- Managed the publishing process for the books of prominent authors in the aeronautical field
- Developed a new database to better track the program activities

EDUCATION AND CERTIFICATIONS

Master of Business Administration (MBA), University of Maryland University College

Bachelor of Science in Information Systems Management, University of Maryland
Minor in Computer Science

Certified Meeting Professional (CMP)

ACCOMPLISHMENTS***Industry Leadership Experience*****Professional Convention Management Association (PCMA):**

Membership of more than 6,000 members and 17 chapters, representing the meeting and events industry

- Co-Chair, Advocacy Task Force; term 2016
- Member; Foundation Strategic Impact Committee, term 2014-2016
- Chair, Nominating Committee; term 2014
- Chairman of the Board of Directors; term 2013
- Chair Elect, National Board of Directors; term 2012
- Secretary/Treasurer, National Board of Directors; term 2011
- Member of the National Board of Directors for PCMA; term 2007-2010
- President, Capital Chapter; term 2006
- Chair, Planning Committee of PCMA National Conference; January 8-11, 2006-Philadelphia, PA
- Vice Chair, Planning Committee of PCMA National Conference; January, 2005-Hawaii

Greater Washington Society Association of Executive (GWSAE):

An organization representing Association Executives in the Washington, DC area.

- Vice President, Technology Advisory Council, term 2000

Member of Hotel Advisory Boards:

- Marriott Hotels
- Starwood Hotels
- Intercontinental Hotels

Member of City Advisory Boards:

- Washington, DC
- San Diego
- Denver
- San Francisco

Board Member of Industry Organizations:

- PSAV
- Association for Women in Events

Member of Country Advisory Boards:

- Mexico
- Colombia

Awards

Named one of the 25 Most Influential People in the Meetings Industry by Successful Meetings, 2013

Speaking Engagements

- HIP Network Program
- Singapore Meeting Summit in Singapore
- Trade Show Executive
- PCMA national conference in Boston
- Global Medical Meeting Summit in London
- World Meetings Forum in Riviera Maya Mexico
- PCMA national conference in Orlando
- PCMA national conference in Seattle
- Meeting Technology in Chicago
- National Hispanic Meeting Professionals in Denver
- Council of Engineering and Scientific Society Executive (CESSE) in Rhode Island
- Alliance for CME in San Francisco
- Alliance for CME in Orlando
- CMP Instructor
- County College of Morris

Volunteer Involvement

- New Eyes: Assists in organizing eyeglasses for adults and kids around the world in need of glasses.
- Mobile Meals: Distributes food in the New Jersey communities.
- Success Coach: Provides guidance to freshman college students who are the first in their family to attend college.
- Swim, Inc.: Water Aerobics Instructor for seniors and adults with mobility impairments.