

# 2010

## GRAPA 2010 Member Programs



### Contact Us:

**Email:** [info@grapatel.com](mailto:info@grapatel.com)

**Phone:** +1 847-930-3610

**Fax:** +1 801-881-2675

**Web:** [www.grapatel.com](http://www.grapatel.com)

# Table of Contents

## Table of Contents

GRAPA's Mission .....	4
GRAPA Main Constituencies.....	5
Constituencies to Be Defined for 2011 .....	6
GRAPA Members – Who Are They?.....	7
GRAPA Member Numbers (as of 4 June 2010) .....	7
Geography.....	7
Job Functions .....	7
Professional Certification.....	8
Social Networking .....	9
<i>GRAPA utilizes a number of Social Networking medium to reach and communicate with GRAPA members and others who are interested in the telecommunications industry. GRAPA's social networking sites, blogs and others also allow members to connect with one another and share knowledge, stories and get to know one another as professionals and peers in the same industry.</i>	
LinkedIn.....	9
Facebook .....	9
Twitter.....	9
Opportunity Oasis Webinars on 'The Corner' .....	10
<i>Opportunity Oasis is a bi-weekly webinar series that focuses on the big issues and hot topics in the Telecoms Industry. Each webinar is short and topical, focusing solely on new developments in the industry and working to keep GRAPA members updated on industry information.</i>	
Katherine's Corner (Blogs).....	11
<i>GRAPA maintains a number of blogs to keep members updated on all aspects and angles of the Telecoms industry. Each blog offers its own theme, information and format, providing GRAPA members with a growing number of ways to remain updated on the industry news and topics, as well as the latest GRAPA updates.</i>	
GRAPA Profiles .....	11
Mattison Avenue .....	11
Revenue Assurance and Fraud Management News and Analysis.....	12
I LOVE Revenue Assurance!, by Louis .....	12
Community Matters, by Meredith .....	12

# Table of Contents

<b>Newsletters</b> .....	<b>13</b>
<i>GRAPA's Newsletters are sent to members on a continuous basis to ensure that all are in the loop regarding GRAPA's social media and blogs, the latest industry news and trends, training events, member success stories, GRAPA updates and more</i>	
Consensus .....	13
GRAPA Voices.....	14
<b>Benchmarks and Surveys</b> .....	<b>15</b>
<i>GRAPA offers a continuous stream of benchmarks and surveys to collect valuable information from all GRAPA members in order to establish an industry standard on various hot topics including what should be included in the RA and other functions, how departments should be run, and other topics. We also gladly take suggestions from members so let us know if you have any ideas!</i>	
<b>Proud GRAPA Member Logo Download Program</b> .....	<b>16</b>
<i>GRAPA Members who wish to demonstrate their pride in their GRAPA membership may do so by downloading and printing the GRAPA Member Logos, available in small and large sizes to be used and displayed in a number of locations and manners!</i>	
<b>Job Search Assistance</b> .....	<b>17</b>
<i>GRAPA offers a job board available only to GRAPA members as a place for those looking for a job to find the latest openings, and for companies with a vacancy to post their job so it is visible to GRAPA Certified Members and other qualified individuals that follow GRAPA Standards. The GRAPA Job Board is a great way for members who are looking for employment to find the newest revenue-related jobs in the industry, all in one convenient location.</i>	

# GRAPA's Mission

## GRAPA's Mission

GRAPA was created to serve the interests of telecommunications professionals engaged in the design, delivery, assurance, fraud containment, risk management and audit of telecommunications revenue streams and approaches throughout the world. GRAPA does this through the development, formalization and promotion of professional practices; development, creation and promotion of innovative, new and more efficient methodologies; and the standardization, training and certification of those skills, methodologies and approaches.

Specifically, GRAPA is involved in the areas of:

1. The cost-effective identification and containment of leakage risk.
2. Support for New Product Development and the development of innovative new price plans and revenue models that provide carriers with competitive advantage through revenue modeling.
3. Responsibility for adding significant value to the profitability of firms through the protection and monitoring of revenue margins.
4. Protection against the threat of revenue loss that resulted from unmanaged migration to new technologies and changes to network configuration and infrastructure.
5. Comprehensive protection of revenues against fraud and criminal attack.
6. Identification and containment of the risk of revenue loss and revenue erosion due to market forces and changes (market assurance and churn assurance).

As the leading standards, certification and professionalizing body in telecoms revenue risk, audit and assurance, GRAPA is committed to core principals of consensus, rationalization and integrity in all its endeavors. GRAPA's goal is to further the status of those working in telecoms revenue functions, and to have their essential contributions recognized at the core of efficient and effective industry practice. GRAPA believes this can only be achieved through the rigorous application of ratified global standards, the certification of trained and qualified professionals, and the continuous education of those who work in such demanding and constantly evolving disciplines.

# GRAPA Constituencies

## GRAPA Main Constituencies

GRAPA has members who come from a large range of departments and job titles in the Telecommunications industry, and the list just keeps on growing!

- **Revenue Assurance** – One of GRAPA's largest constituencies consists of those who work in the Revenue Assurance field. Revenue Assurance is rapidly growing and expanding to become one of the most influential and global positions in the Telco, focused on identifying risk, quantifying risk, and creating controls according to management's appetite for risk.
- **Fraud Management** – GRAPA has recently expanded its reach and appeal to the Fraud Management constituency with the launch of the new Telco Fraud Officer Certification program. The launch of this program resulted in a large amount of growth for the number of GRAPA members that work in the Fraud Management field.
- **Internal Audit** – Many of GRAPA's members are a part of the Internal Audit teams for their telco, working to ensure that the proper controls, procedures and other methods are in place to maintain profit and good financial standing.
- **IT** – GRAPA's Certification Curriculum and other programs provide IT Professionals working within the Telecoms industry with the background and information necessary to understand the network and technology of the industry.
- **CFOs, MBAs, Marketing, Sales, New Product Development and related fields** – GRAPA's Revenue Engineering Curriculum and course path brings Telecoms professionals working in Marketing, New Product Development and other departments together with Revenue Assurance and other finance-related departments to increase revenue and add to the top line.
- **Operational Revenue Management Personnel (Mediation, Billing, Interconnect, Roaming, Credit, Collection, Provisioning, Customer Service, Sales)** - GRAPA's Revenue Management curriculum and program brings departments together to help them collaborate and work together towards their common goals.

## Constituencies to Be Defined for 2011

- **Revenue Governance** – Top level executives and professionals have increasingly been working towards a strategic, integrated and comprehensive model that brings together all of GRAPA's constituencies towards the protection and management of telco revenue and risk exposures. In particular these executives look to clarify boundaries between teams, that either have overlapping responsibilities or where risk exposures remain exposed and uncontrolled.
- **Revenue Management** – Some Revenue departments have moved back to a model similar to what historically existed under the BOM (Billing Operations Manager). Such teams take end-to-end operational responsibility for revenue stream integrity, and make the choice to ensure things are done right the first time, every time.
- **Revenue Engineering** – Many Revenue Professionals are moving towards harnessing the power of marketing, as well as getting control of new technologies, and bringing these together in the design of commercialized products that are saleable, marketable and profitable.
- **Revenue Optimization/Margin Assurance** – Such professionals are increasingly being called upon to ensure that important lines of business (interconnect, roaming, content), as well as assets (BTS/BSC, softswitches, FTTH/FTTN) are profitable and maintain positive margins.
- **Marketing Assurance** – CFOs and finance teams look to these Risk and Revenue professionals to help them implement finance controls over the marketing process. Such controls ensure the risks and costs of new campaigns is managed rationally, even when they fail, and that when marketing campaigns are successful their effect is monitored, repeated and multiplied.
- **Revenue-Based Churn Management** – As churn grows as a concern for telcos, top managers have been looking for professionals to approach the problem based on sound, scientific revenue principles. This approach focuses on the Value Creation Process and proven methods for managing WAR (Wallet Share, Acquisition, Retention)

# GRAPA Membership Statistics

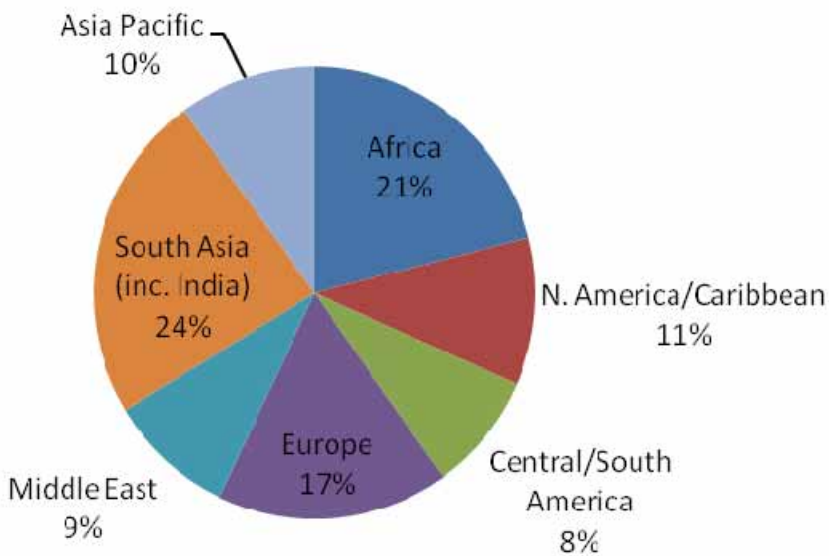
## GRAPA Members – Who Are They?

GRAPA has members from a large range of geographic locations, job functions and titles, companies and more. What segments do you fall into?

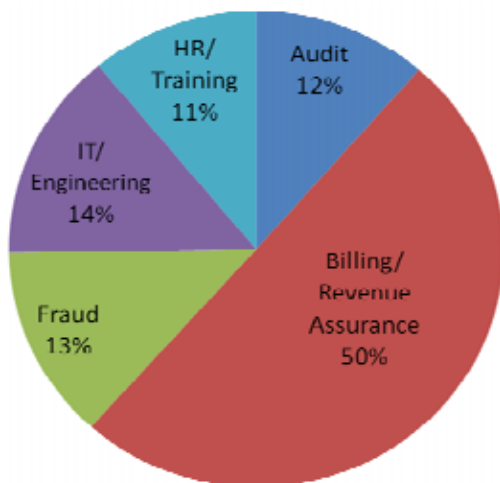
## GRAPA Member Numbers (as of 4 June 2010)

GRAPA Members: 4,345

### Geography



### Job Functions



# Professional Certification

## Professional Certification

GRAPA has offered certification of telecommunications professionals since the beginning of 2009. The publication of GRAPA's ratified standards document for 2009, *The Revenue Assurance Standards 2009* - included a comprehensive Body of Knowledge spelling out the charter and scope of the revenue assurance function as practiced by our global membership. Since then, GRAPA has offered certification in line with those Standards and that Body of Knowledge.

### Revenue Assurance Certifications:

1. **Certified Practitioner of Revenue Assurance (CP-RA)\*** - 40hrs continuous education, examinations, verification of relevant work experience
2. **Certified Master of Revenue Assurance Management (CM-RAM)** - 80hrs continuous education (40hrs to certify as Practitioner of Revenue Assurance, 40hrs of telecoms management training), examinations, verification of relevant work experience

### Telco Fraud Officer Certifications:

1. **Telco Fraud Analyst (TFA)** - 40hrs continuous education, examinations, verification of relevant work experience
2. **Certified Telco Fraud Officer (CTFO)** - 80hrs continuous education (40hrs to certify as Practitioner of Revenue Assurance Standards for Application in Fraud Detection and Deterrence, 40hrs of Telco Fraud Analyst training), examinations, verification of relevant work experience

### Supplementary Certifications:

1. **Certified Practitioner of Revenue Assurance Standards for Application by Internal Audit (CP-RAIA)\*** - 40hrs continuous education (to obtain certification as a Practitioner of Revenue Assurance), examinations, specialized internal auditor testing, verification of relevant telecoms work experience as a telco internal auditor
2. **Certified Practitioner of Revenue Assurance Standards for Application by Regulatory Bodies (CP-RARC)\*** - 40hrs continuous education (to obtain certification as a Practitioner of Revenue Assurance), examinations, specialized Regulator testing, verification of relevant work experience in telecoms regulation

### Proposed 2011 Certifications:

1. Master of Telecoms Revenue Governance
2. Practitioner of Telecoms Revenue Management
3. Practitioner of Telecoms Revenue Engineering
4. Practitioner of Telecoms Revenue Optimization/Margin Assurance
5. Practitioner of Telecoms Marketing Assurance
6. Practitioner of Revenue-Based Churn Management

# Social Networking

## Social Networking

GRAPA utilizes a number of Social Networking medium to reach and communicate with GRAPA members and others who are interested in the telecommunications industry. GRAPA's social networking sites also allow members to connect with one another and share knowledge, stories and get to know one another as professionals and peers in the same industry.

## LinkedIn

GRAPA's LinkedIn group draws members from all over to world who are interested in career advancement and learning more about their job and industry. LinkedIn group members post a number of discussion questions, job leads and more each week to remain connected with their peers within the industry.



The recently created Spanish LinkedIn Group is drawing in an increasing number of Spanish-speaking GRAPA members from all over the world, creating a way to network and expand knowledge in their native language.

## Facebook



GRAPA's Facebook Group and Fan Page are each updated frequently with status, photo, discussion and other updates to keep our members interacting and up-to-date on GRAPA events, updates, Telecoms-related news and information and other information and more.

## Twitter

GRAPA's Twitter page is updated 6-7 times daily with GRAPA's upcoming events, upcoming conferences and trade shows, blog links and information and more to ensure that GRAPA members who are following on Twitter receive the information that is most relevant to them when they need to know it.

GRAPA's Twitter page has an increasing number of followers who are interested in remaining up to date with GRAPA's events, conferences, webinars and other free services, as well as Telecoms-related news.

# Opportunity Oasis Webinar Series

## Opportunity Oasis Webinars on 'The Corner'



Opportunity Oasis is a bi-weekly webinar series that focuses on the big issues and hot topics in the Telecoms Industry. Each webinar is short and topical, focusing solely on new developments in the industry and working to keep GRAPA members updated and up-to-speed on industry information.

Each webinar features interviews with thought leaders and other influential members of the Telecoms Industry. Opportunity Oasis Webinars provide GRAPA members with a fun and interesting way to

learn about the latest Telecoms news, stay updated with other members and take a short break during their work day to do so.

**Frequency:** Bi-weekly

**Format:** Opportunity Oasis webinars are offered live every other Wednesday, as well as in a recorded format available for download through the Webinar library after the event.

**Length:** Opportunity Oasis Webinars last approximately 15-25 minutes, including a Telecoms news segment and GRAPA Upcoming Events.



To find out more about The Corner, please visit: [http://grapatel.com/A-GRAPA/08-The\\_Corner/Opportunity\\_Oasis\\_Webinar.asp](http://grapatel.com/A-GRAPA/08-The_Corner/Opportunity_Oasis_Webinar.asp). Here, you can find a description of what the Opportunity Oasis Webinars are about as well as a library of past Opportunity Oasis webinars.

If you have a story you would like to share with listeners of the Opportunity Oasis about a recent success, your company's recent success or another topic, please let us know! Send an email to [marketing@grapatel.com](mailto:marketing@grapatel.com) for more information.

## Katherine's Corner (Blogs)

Kathy B, GRAPA's Social Media Manager, oversees a number of blogs that feature:

- Expert guest bloggers/expert interviews
- Regular interviews with certified members, committee members and national chairs
- Compelling personal stories, news and content relevant to our members

## GRAPA Profiles

[www.revenue-assurance-blog.com](http://www.revenue-assurance-blog.com)

[www.revenue-assurance-espanol.com](http://www.revenue-assurance-espanol.com)

GRAPA Profiles is updated every two weeks with a short bio of a GRAPA Certified member. Each blog post details not only what these members have done during their career in Telecommunications and how they got there, but also takes a more personal approach to the Telecommunications industry. Interviewees are invited to share information such as career and business information, success stories about their department and role at work, hobbies, life goals and philosophies, family life and more.



## Mattison Avenue



[www.rob-mattison-blog.com](http://www.rob-mattison-blog.com)

[www.rob-mattison-espanol.com](http://www.rob-mattison-espanol.com)

Mattison Avenue is updated every two weeks with personal updates and messages from Rob Mattison, President of GRAPA, on revenue assurance, telecoms, case studies from global Telcos and more. Visitors of Mattison Avenue are able to hear Rob's personal stories from on the road, and learn new and interesting ways of relating to Revenue Assurance and other Telecoms topics.

## Revenue Assurance and Fraud Management News and Analysis

[www.revenue-assurance-news.com](http://www.revenue-assurance-news.com)

[www.revenue-assurance-news-espanol.com](http://www.revenue-assurance-news-espanol.com)

RA and Fraud Management News and Analysis is frequently updated with press releases, articles from guest bloggers and interviews with industry thought-leaders in order to keep GRAPA Members informed and knowledgeable on the latest news and happenings in the Telecoms Industry.



## I LOVE Revenue Assurance!, by Louis

<http://iloverevenueassurance.blogspot.com>



I LOVE Revenue Assurance is a blog that talks about why revenue assurance matters, why we as revenue assurance professionals can make a real difference because of what we do, and why we should wake up every morning and end every day being proud of what we do, and being proud of how well we do the revenue assurance job.



## Community Matters, by Meredith

[www.grapacommunitymatters.blogspot.com](http://www.grapacommunitymatters.blogspot.com)



GRAPA Community Matters is a new blog written by GRAPA Team Member Meredith about issues that face the whole of the telecommunications revenue community. It is truly the community's forum for discussion of experiences, issues and solutions. It is updated daily.



# Newsletters - Consensus

## Newsletters

GRAPA publishes two newsletters that are sent on a monthly basis to all lists, as well as published online. These newsletters aim to keep members updated and informed on any new GRAPA or Telecoms-related news and analysis, provide a social outlet and more.

## Consensus

**CONSENSUS** The Official Newsletter of GRAPA

**CONSENSUS**

**GRAPA**

**Issue 12** March 2010

**Message From the President: Revenue Assurance and the Regulator**

**Revenue Assurance and the Regulator**

There are those who feel there is no place for these two words in the same sentence. After all, why would regulators care about revenue assurance, and why would revenue assurance people care about regulations and regulators?

In order to appreciate exactly how revenue assurance and telecom regulation are coming together, it is important to develop a basic understanding of what telecom regulation is about. First, when it comes to regulations and telecoms there are two distinct sets of regulatory bodies that apply. [Read More](#)

**Recent and Upcoming RAA Training Events: Joint Telco Fraud Officer & Revenue Assurance Certification Events**

**Lagos, Nigeria, 8-19 March 2010**  
2 Weeks of Revenue Assurance & Telco Fraud Officer Training  
[Find out more about this event](#)

**Delhi, India, 29 Mar-2 Apr 2010**  
2 Weeks of Revenue Assurance and Telco Fraud Officer Training  
[Find out more about this event](#)

**Miami, USA, 17-28 May, 2010**  
2 Weeks of Certification Training! Training will be available in Revenue Assurance and either Telco Fraud Officer or Revenue Assurance Manager! [Express interest now](#) to let us know what you would want to attend! This training will also be available in Spanish via a live, simultaneous translator. [Find out more about this event.](#)

[Read More](#)

**Featured News and Analysis Blog Post: Massive Cell Network Break-In Demonstrates Need for Effective Fraud Management**

As GRAPA moves rapidly towards unveiling its [telco fraud officer certification training](#) 8-19 March in Lagos, as well as other [upcoming events](#), we've decided to update this blog to bring about Telecom Fraud/Revenue Assurance News and Analysis. And to start we're going to talk about one of the most spectacular telco fraud cases in the past decade, the mass wiretapping of public officials in a southern European country. [Read More](#)

**Exclusive 'Members Only' GRAPA Content: Telco Fraud Committee Meeting Webinars**

**In This Issue:**

- Message From the President
- Recent and Upcoming RAA Training Events
- Featured News and Analysis Blog Post
- Exclusive 'Members Only' GRAPA Content
- Membership Update
- Conference Events
- Newsletter Administration

**Member Stats**

Number of Members	3725
Number of Member Committees	174
Companies Members are Employed by	1320

**Quick Links**

- Download GRAPA's RA Handbook
- Newsletter Archive
- GRAPA Website
- Join GRAPA

Consensus is the Official Newsletter for GRAPA, featuring articles, news and other information that is most relevant to professionals working in the Telecommunications industry. Popular sections of this newsletter include: Message from the President, Recent and Upcoming Events, Featured Blog Post, Exclusive Members Only Content and more.

Consensus appeals to those who are interested in learning about what is happening in the Telecoms industry today. Consensus strives to provide members with the latest news and analysis on the industry as it is most relevant. It also allows members to remain in the loop regarding what GRAPA is working on, events that GRAPA will be attending/holding, and more.

**Distribution:** Consensus is emailed to all GRAPA members every two months

**Theme:** Consensus is GRAPA's more news-focused newsletter, providing readers with hard data and the latest information in their industry.

# Newsletters – GRAPA Voices

## GRAPA Voices

GRAPA Voices is GRAPA's newest newsletter and has been a huge success in generating and maintaining interest in GRAPA's blogs and other social media. This newsletter allows members to connect on a social level, allowing them to learn more about other professionals working in similar areas.

GRAPA Voices is distributed in both English and Spanish.

Voices appeals to those professionals who are interested in learning more about GRAPA members on a social level. GRAPA Voices provides articles pertaining to GRAPA member profiles, the latest news on GRAPA's membership and other stories that tell about the "personal" side of GRAPA.

**Distribution:** GRAPA Voices is emailed to all GRAPA Members once a month.

**Theme:** GRAPA Voices gives members a chance to take a break from the fast-paced Telecoms industry and read some lighter, fun stories about GRAPA members, interesting facts about GRAPA and/or GRAPA members and more. GRAPA Voices gives GRAPA members a chance to relate to other members who are working in the same areas of the Telecoms industry.



I recently had the privilege of speaking to two women who experienced the aftermath of the January earthquake in Haiti firsthand. Carol Wilson of Voila spoke to me about how her company has fared and how Voila has extended its helping hand to its employees and the country as it rebuilds. Read how Voila has 'looked after their own', and their plans to be part of a brighter future in Haiti.

I also spoke to Arnelie Blain, who experienced the earthquake tremors and the horror that followed. But Arnelie, like her fellow Haitians, is not daunted by the huge task of rebuilding. Instead, she chooses to see this as a new beginning and chance to grow and learn.

### Featured Profile of the Month



**Art, Innovation and Revenue**  
Assessment: Pamela Medina

### Haiti After the Quake: Telcos Look After Their Own

On January 12, 2010, a 7.0 magnitude earthquake struck Haiti. The epicenter of the quake was just 10 miles west of Port-au-Prince, a city with a population of about 2 million. The Red Cross reports 230,000 people were killed and as many as three million were left in need of emergency aid. Haiti is among the poorest countries in the western hemisphere, and 80% of its population lives in poverty.

Carol Wilson, who works for Voila, one of Haiti's leading telcos, spoke to Kathy B., GRAPA's Social Media Manager, about the situation in Haiti and the response and role of the Haitian telcos. [Read more about Carol Wilson's story.](#)

### After the Quake Haiti Telcos See Brighter Future

# Benchmarks and Surveys

## Benchmarks and Surveys

Telecommunications is one of the most dynamic and adaptable industries in the world today and Revenue Assurance Professionals are often called upon to help "lead the way" as telecoms continuously modify their strategies, infrastructures and business models on a day-to-day basis.



This rapid and continuous rate of change can make it extremely difficult for revenue assurance professionals to keep track of exactly how those changes are being propagated and managed from one organization to the next.

For this reason, the GRAPA organization has taken responsibility for developing methods for the continuous polling and updating of information for what current practices are for telecoms around the world.

In 2008, GRAPA sponsored an exhaustive Global Revenue Assurance benchmark, which asked members to report, on a domain by domain level (as defined by the GRAPA standards) exactly where they were focusing their efforts and how they were doing it. These benchmark results were one of the major contributors to the finalization of the GRAPA standards that were ratified in 2009.

In 2010, GRAPA will once again be sponsoring a series of benchmarks, in order to update our information and help members stay current on these trends.

These benchmarks will be continuously updated with new surveys and sources of information from our members. To see the latest benchmark topics, please visit [www.grapatel.com/A-GRAPA/03-Our\\_community/Benchmarks\\_Surveys/benchmarks\\_home.asp](http://www.grapatel.com/A-GRAPA/03-Our_community/Benchmarks_Surveys/benchmarks_home.asp).

If you have any suggestions for benchmark or survey topics, please let us know by contacting your Membership Manager or emailing [faculty@grapatel.com](mailto:faculty@grapatel.com).

# Proud GRAPA Member Logo Download

## Proud GRAPA Member Logo Download Program



In response to requests from our membership, we have created a Member Logo that will announce to management and your peers that you aspire to be a dedicated and disciplined professional. By using the logo, you are saying that you share GRAPA's core values of integrity, consensus and rationalization. As a professional, you personally insist on excellence - especially when it comes to the GRAPA standards you adhere to.

Displaying the logo with pride can also help you educate others - not just about GRAPA and GRAPA's internationally ratified standards but, more fundamentally, about the importance and value of the revenue management function.

- Use it on your LinkedIn or Facebook page
- Make the logo part of your e-mail signature
- Print it on your business card
- Use it on your slides during presentations
- Display it at your workstation
- Put the logo on your personal, corporate, consulting, or intranet website

We have two sizes available to download and print: one that you adjust to fit your business-card or email, and a larger one that you can print for your workstation.

To download your GRAPA member logo, please visit [www.grapatel.com/A-GRAPA/03-Our\\_Community/logo\\_program.asp](http://www.grapatel.com/A-GRAPA/03-Our_Community/logo_program.asp).

# Job Search Assistance Program

## Job Search Assistance

The GRAPA job opportunities listing service allows members to view jobs posted by carriers from around the world. This is a valuable resource utilized by major companies as part of their recruitment and HR process. Listing career openings allows employers to tap the vast resource of revenue assurance professionals available from among GRAPA's 4300+ members, allowing these companies to find skilled professionals to fulfill crucial operational functions.

## How it works

The GRAPA job listing service is simple and straightforward. Potential employers simply fill out an online form to provide details of the job they are trying to fill. Included will be contact information (email address, name and phone number) for people interested in inquiring about the job.

To view a listing of all current job postings for Revenue Assurance, Revenue Management, Fraud Management, Internal Audit and other jobs dealing with finances in the Telecoms industry, please visit [www.grapatel.com/A-GRAPA/06-jobsite/joblistings.asp](http://www.grapatel.com/A-GRAPA/06-jobsite/joblistings.asp).

If your company has a current job opening in any of these related fields, please visit [www.grapatel.com/A-GRAPA/06-jobsite/post.asp](http://www.grapatel.com/A-GRAPA/06-jobsite/post.asp) for more information



# Meet the GRAPA Team

## Membership Managers



**Theodore Daniel**  
Membership Manager  
Europe/Middle East/India



**Enid Mullin**  
Membership Manager  
Africa



**Nicole Caluza**  
Membership Manager  
Asia Pacific

## Operations



**Brigitte Mattison**  
Vice President



**Chris Yesulis**  
Vice President, Member  
Relations and Certification



**Eva Pristera**  
Events Manager

## Marketing



**Colleen Taylor**  
Marketing Manager



**Adam Lara**  
IT Administrator/  
Web Programmer



**Katherine Blocksdorf**  
Social Media Manager

## Faculty



**Rob Mattison**  
President



**Louis Khor**  
Director of Research



**Meredith Wisniewski**  
2011 Standards  
Production Manager