

STEPHANI MCDOW

www.linkedin.com/in/stephanimcdow

CAREER OBJECTIVE

Strategic and forward thinking professional with a track record of demonstrated success in adult learning, professional development and training programs; diversity, equity, inclusion, accessibility and belonging (DEIAB) assessment and program implementation; and association management with a focus on member value proposition, non-dues revenue generation, stakeholder ROI and mission critical goals.

EXPERIENCE

Senior Director, Professional Development & Trade Programs

Cruise Lines International Association (CLIA)

May 2015 - May 2022

Washington, DC

Awards, Promotions & Recognition

- Seatrade Cruise Global: 2021 Seatrade Cruise Global Award Finalist for Diversity & Inclusion - Aug 2021
- Travel Agent Central: The Most Innovative People In Cruise Travel of 2020 - Dec 2020
- Promoted from Director in December 2018

- Lead the enhancement and development of industry education and training programs that emphasize learning and engagement, institutional effectiveness, programmatic excellence and creativity ensuring that programming includes the best and most appropriate content and delivery designs (in person (annual conference, regional events and industry events) and distance learning), engaging national and international partners.
- Lead the professional development and membership teams (totaling 10 staff and four consultants) and \$2.5M budget in achieving long-term strategic objectives and overseeing day-to-day operations, creating opportunities to increase collaboration and team performance, and ensuring the ongoing coaching and development of team members.
- Developed organization's first diversity, equity and inclusion charter inclusive of internal organizational education, external communications and scalable programming within the industry

Program Manager, Professional Development, Diversity & Inclusion

Council on Foundations

Jun 2014 - Apr 2015

Washington, DC

- Led professional and leadership development programming managing all aspects of program/product development and execution. Managed current programs and curricula and the development and execution of new programs and curricula.
- Provided active oversight of the full program/product lifecycle including planning, execution and evaluation. Lead the creation and evolution of program materials in partnership with department team, facilitators, subject matter experts, key volunteers and practitioners.

CONTACT INFO

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ADDRESS

Washington, DC Metro Area

- Re-developed organization's flagship leadership development and diversity pipeline program for successful scalability and profitability minimizing the need for external funding while not compromising curriculum rigor and programmatic structure.

Senior Program Manager, Education Innovation and Attainment

American Council on Education

May 2007 - Jun 2014

Washington, DC

- Directed all project management duties and facilitate massive database migration in an effort to design a flexible tool for departmental workflow and data management. Resulted data integrity efforts at 214% above target for fiscal year implemented.
- Developed and executed policies, programs, workshops, training manuals/documentation and implementation of high-touch training for internal and external users as well as staff development.
- Served as business owner and project lead on the development and implementation of a web-based proprietary learning management system (LMS) providing a client and staff user interface with functionality and access to database. Effort allowed for the implementation of security measures and the automation of data processing. Resulted in an increase in productivity and revenue by 10 – 17 %.

EDUCATION

Certificate, Association Management

American Society of Association Executives (ASAE) University

Jan 2015 - Feb 2015

Washington, DC

Basic Literacy and English as a Second Language (ESL) Tutor Training Certificate

Pro Literacy America

Nov 2010 - Dec 2010

Rockville, MD

Bachelors, Humanities and English

University of Maryland University College

Sep 2004 - May 2010

Adelphi, MD

Dean's List 2004

Dean's List 2009