

# ANDY BELOFF



LinkedIn

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## **CME PROGRAM and MEETINGS MANAGEMENT: MEDICAL COMMUNICATIONS/EDUCATION ASSOCIATION MANAGEMENT**

CME Medical Education professional with broad-based experience planning and implementing accredited educational programming across multiple settings and for multiple clients, including live events for nonprofit medical associations/societies, institutional academic settings, foundations, accreditors, and medical communication agencies. Specific skills include:

- experienced in therapeutic areas of hematology/oncology, diabetes, anemia, women's health
- providing program oversight, event logistics, honoraria/expense processing, exhibitor coordination
- overseeing faculty & audience recruitment, satellite symposia program management, grant administration
- managing on-site slide review
- proficiency with Microsoft Office, Adobe Acrobat, HTML, SharePoint, Dreamweaver, image-editing and web registration tools and programs
- possess high degree of computer and internet literacy, including website management, preparation and posting of online enduring activities, working with mobile apps
- Setting up and creating pre- and post-meeting surveys and evaluations
- skilled working with cross-functional and multi-disciplinary teams, as well as all stakeholders, including educational partners, board of trustees, volunteer leaders, committee heads, vendors
- report preparation for regulatory agencies, budget management, recordkeeping, status updates
- strong client service orientation
- understanding of ACCME Essential Areas & Policies
- develop/execute project plans and timelines

## **CONSULTING ENGAGEMENTS (2011-2014)**

### **Freelance Project Management, Pennington, NJ and Washington Crossing, Pa WEBSITE and TECHNOLOGY CONSULTANT**

**2014 to Present**

Currently providing consultative guidance and direct support to two local, community-based, nonprofit organizations related to Internet- and mobile-based initiatives.

### **HCPLive/Intellisphere, LLC, Plainsboro, New Jersey**

**2014 to 2014**

#### **PROJECT MANAGER CONSULTANT, Clinical Medical Communications/Digital Healthcare Marketing**

Performed daily management of integrated digital marketing programs, utilizing skills in workflow, traffic, production, scheduling, fulfillment and resource management from pre-sale through delivery.

### **Chemotherapy Foundation / Icahn School of Medicine at Mount Sinai, New York City**

#### **SPECIAL CME EVENTS PROJECT CONSULTANT, Chemotherapy Foundation Symposium** **2013 to 2014**

Coordinated activities of [annual CME symposium](#) on emerging therapies in cancer care drawing 2,000 oncology practitioners from over 30 countries. Engaged in all aspects of symposium management. Collaborated with all educational and program partners and provided back-up support for conference director as needed for meeting with over 100 scheduled talks and 100 speakers over a 3 day period. Specific duties included exhibitor management, faculty recruitment, preparation of CME meeting planning document, program management, honoraria processing, pharmacy desk registration, and website and mobile app coordination with IT partner.

### **Merrill Lynch / Bank of America Corporation, Pennington, New Jersey PROJECT MANAGEMENT CONSULTANT**

**2012 to 2013**

#### **Product Marketing & Sales Support / Banking Operations-Divestitures**

Engaged in multiple short-term consulting positions that lead/collaborated on marketing, technology-related and banking projects, including web publishing initiative that successfully migrated a highly accessed digital content repository hosting over 5,000 pages of content for a national sales force of over 15,000 financial advisors from SharePoint 2007 to 2010. Provided project management support to a team dedicated to transferring over \$6 billion in client assets as a result of sale and acquisition of Bank's International Wealth Management division.

**Merck, Upper Gwynedd, Pennsylvania****PROJECT CONSULTANT, Global Expert Management Services****2011 to 2012**

A 7-month contractual engagement supporting the planning and management processes of medical education programs for Merck. Activities performed included speaker utilization analysis, contract management, coordination of speaker awareness training, and writing and updating of SOPs. Created and managed SharePoint site for women's health national training team in support of national rollout of a major training initiative related to an implanted contraceptive device.

**ADDITIONAL PROFESSIONAL EXPERIENCE****IEEE (Institute of Electrical and Electronics Engineers, Incorporated), Piscataway, New Jersey****GOVERNANCE PROJECT SPECIALIST, Nonprofit Association Management****2010 to 2011**

Governance project specialist in nonprofit organizational management for department of Technical Activities. Worked extensively with geographically-diverse and cross-cultural member-based constituency of volunteer board and committee members, managing the activities of, as well as offering direct staff support, to the Society Review and Periodicals Review & Advisory Committees. Provided oversight, policy interpretation and governance support.

**RESULTS:**

- As staff liaison, successfully planned and project-managed all deliverables leading up to the 3 annual meetings for these 2 prominent committees. Managed onsite logistics at each venue, facilitating the review of over 12 engineering societies and 50 IEEE peer-reviewed journals during this period.

**FREELANCE PROJECT MANAGEMENT, Medical Communications****2009 to 2010**

On a consulting basis, provided pharmaceutical market research, project management and expertise in medical and digital marketing communications, medical education, and association management to a diverse client base. Researched, created and delivered a 70 slide-2 hour market research presentation on the pharmacy supply/value chain in the U.S. to senior management of a company seeking new publication opportunities.

**DesignWrite, LLC. — Medical Communications & Scientific Meetings, Princeton, NJ  
(a division of Jobson Medical Information, Inc.)****2002 to 2009****PROJECT COORDINATOR, CME Medical Education/Communications, Association Management**

Played integral, project management role in 5-year association management relationship between DesignWrite and its largest client, HOPA (Hematology/Oncology Pharmacy Association) – a professional, nonprofit medical society of 1,500 hematology/oncology pharmacy practitioners. Ensured all completed projects and deliverables met or exceeded client's expectations. Areas of responsibility included: grant submissions, satellite symposia, meeting logistics, slide review, website/polling/listserv communications and management, committee staff liaison, communication standards, member and client services. Also worked with company's clients on several prominent educational initiatives generating upwards of \$5 million in revenue.

**RESULTS** (See [LinkedIn profile](#) for additional accomplishments):

- Over a 5-year period raised more than \$3 million in industry support to fund educational programming initiatives for HOPA's annual conference and symposia.
- Worked with clinical experts and faculty on a nationwide diabetes management program funded by Novo Nordisk to deliver continuing medical education to over 7,500 primary care physicians through a series of 15 live, coast-coast seminars and web-based interventions in a jointly sponsored and highly acclaimed program with PriMed on insulin resistance. Faculty consisted of leading endocrinologists and primary care physicians. Managed meeting logistics, faculty recruitment, on-site slide review with speakers and all aspects of client-facing relationship with program sponsors and partners.

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**EDUCATION**

Bachelor of Business Administration, Marketing Management, Bernard M. Baruch College, New York, NY

**RECOMMENDATIONS and ENDORSEMENTS** (See [LinkedIn profile](#))