

# MELINDA LAMB BURDETTE, CMP

## WORK EXPERIENCE

### ***Guest Relations Representative – Gameday Staff (part-time)***

Atlanta National League Baseball Club, Inc. (Atlanta Braves), Atlanta, GA - February 26, 2014-present

Responsible for providing an exceptional experience for every guest that visits Turner Field through various contact points.

### ***Managing Director for AACE Educational Services***

American Association of Clinical Endocrinologists (AACE), Jacksonville, FL - August 1, 2006 to May 10, 2013

#### General Description

AES is a division of the American Association of Clinical Endocrinologists (AACE), specializing in the development and management of continuing medical education programs including the development and distribution of enduring educational materials.

AES is committed to ensuring that the activity content reflects the highest standards for quality and scientific integrity, is relevant to the needs of the attendees, and is in full compliance with all relevant CME accreditation requirements, including guidelines set forth by the Accreditation Council for Continuing Medical Education (ACCME), the Pharmaceutical Research and Manufacturers of America (PhRMA), and the American Medical Association.

The Managing Director is responsible for all AACE Educational Services (AES) and related activities. This position also supervises Project Managers in the execution of all AES activities.

#### Specific Duties/Responsibilities

Primary responsibility to manage all aspects of AACE Educational Services (AES), including but not limited to:

- All phases of conference development, planning and evaluation to include negotiating contracts with 3<sup>rd</sup> party vendors, hotels, audio-visual providers, etc.
- Management of department budget that exceeds \$4 million dollars annually
- Identify and secure new industry sponsorships
- Compose educational and budget proposals for submission in response to Requests for Proposals (RFPs) and submit via online portals
- Forge relationships with the appropriate decision makers within the pharmaceutical industry
- Working effectively with members, clients and partners to develop and plan quality Continuing Medical Education (CME) and non-CME activities
- Leading, directing and coordinating key extended team members (i.e., meetings, graphics, accounting, CME, speakers) in the execution of such activities
- Directly responsible for over \$2.5 million in realized income for the Association over the past three years.

### ***CME Program Coordinator***

Mercer University School of Medicine/Medical Center of Central Georgia, Macon, GA - 1991 - April 2006

#### General Description

Direct the daily operational, financial, educational and personnel activities of the Office of Medical Education. Identifies and implements short and long term strategic plans for the continued positive growth of the office.

#### Specific Duties/Direct Responsibilities

- Administration and compliance to all aspects of the Essentials and Standards for Accreditation of Sponsors of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME). This includes extensive knowledge of PhRMA and OIG Guidelines as they relate to continuing medical education.
- Over 750 hours of instruction with an attendance of over 13,000 annually.
- Securing all pharmaceutical funding relative to CME activities, averaging over \$250,000 annually.
- Over \$300,000 in income and expenses annually.
- Provides organizational and administrative management in the day-to-day operations of the department and assures compliance with hospital/medical school/accrediting organization guidelines.
- Supervises the Administrative Clerk and the Multi-Media Specialist.
- Supervises and coordinates clinical department support staff relative to conference planning and administration.
- Responsible for all phases of conference development, planning and evaluation.

- Prepares and updates CME policies and procedures and interprets requirements to all clinical departments and over 15 hospitals/organizations involved in our joint-sponsorship program.
- Provides training to clinical departments, joint-sponsorship partners, and pharmaceutical partners as required.
- Plans layout and supervises production of promotional materials including monthly departmental newsletter.
- Responsible for departmental intranet and internet content.

### ***Pharmacy Technician II***

Medical Center of Central Georgia, Macon, GA - 1986-1991

#### Specific Duties/Responsibilities

- Responsible for all administrative duties relative to time and attendance, applying vacation policies, etc. for all pharmacy staff; organization and typesetting of first hospital formulary; staff liaison for the Pharmacy & Therapeutics (P&T) Committee.

### ***Assistant Store Manager***

Eckerd Drugs, Macon, GA - 1984-1986

#### Specific Duties/Responsibilities

- Manage associates to include selection of new associates, administration of performance appraisals, administration of counseling program and training new associates, etc.
- Manage store performance by reading and analyzing various reports, to include operating reports, payroll sales reports, etc.
- Merchandising
- Manage pricing system
- Order and receive merchandise
- Process returns and overstock merchandise
- Monitor drives and special promotions
- Direct and assist associates with floor merchandising

### EDUCATION

High school diploma, Mount de Sales Academy, Macon, Georgia - 1983

Bachelors of Business Administration (BBA), Mercer University, Macon, Georgia - December 2004

- *Graduated with a 3.565 cumulative GPA while working full-time*

### PROFESSIONAL MEMBERSHIPS/ACTIVITIES

Certified Meeting Professional – November 11, 2013

Member – Meeting Professionals International (MPI)

Member (1995-present) – Alliance for Continuing Medical Education (ACME)

Board Member (2001-2006) – Georgia Cooperative Health Education Program (CHEP), Inc.

Member (2004-2006) - Professional Education Workgroup, Central Georgia Cancer Coalition

Member (1997) - Planning Committee, Southeast Regional Meeting on CME, American Medical Association (AMA)

### PRESENTATIONS

"Joint-Sponsorship," Medical Association of Georgia (MAG) Workshop for CME Sponsors, October 1997, Macon, GA

### PUBLICATIONS

Editor – *The Synapse* – A monthly CME bulletin of Mercer University School of Medicine and The Medical Center of Central Georgia, 1991-2006

### COMMUNITY ORGANIZATIONS

Volunteer – 2013 Brickyard Collegiate Golf Championship, Macon, GA

Volunteer – Ladies Pink Ribbon Golf Tournament, Macon, GA

Volunteer – The Children's Hospital Celebrity Golf Tournament, Macon, GA

Board Member – Girl Scouts of Middle Georgia, 1999-2002