

DRUG INFORMATION ASSOCIATION  
Worldwide Director of Education  
[www.diahome.org](http://www.diahome.org)

4/16/10

## THE ORGANIZATION

The Drug Information Association (DIA) is an international educational and charitable non-profit association which serves as an interdisciplinary forum for knowledge exchange to foster healthcare innovation. DIA is the premier professional member association in the world addressing solutions to issues and challenges across the entire drug development industry. It provides a worldwide neutral environment to facilitate the exchange of information critical to the discovery, development, regulation and utilization of pharmaceutical products. Members represent pharmaceutical and healthcare companies, regulatory bodies, academia and related industries from more than 80 countries.

Founded in 1964, DIA provides opportunities for the sharing of information to advance drug discovery and lifecycle management processes, as well as customized learning experiences and trusted relationships in a multidisciplinary setting. The DIA offers its 35,000 international stakeholders and 18,000 members more than 100 meetings, workshops and conferences annually, with attendance ranging from 50 to 6,000. The array of training products includes certificate programs, online training, tutorials, courses, webinars and in-company training. Headquartered near Philadelphia, the association also has offices in Switzerland, India, China and Japan, with a total staff of 100 - 25 of whom are in the international offices. DIA has an operating budget of approximately \$31M.

For additional information, please visit [www.diahome.org](http://www.diahome.org).

## POSITION SUMMARY

DIA is seeking an experienced adult education professional to drive the expansion of the educational product portfolio in targeted geographical regions, in addition to directing current and future training program offerings. The Worldwide Director of Education will serve as a member of the executive management team and will be responsible for the strategic planning and implementation of DIA's Global Training initiatives. This key leader will oversee DIA's current training programs which include instructor-led, e-learning, webinar series and in-company training. The Worldwide Director will be accountable for the enhancement of DIA's current curriculum as well as the development of new curricula, in addition to sharing the responsibility for the development and oversight of the training portfolios' business development strategy.

## **REPORTING RELATIONSHIPS**

The Worldwide Director reports to the Executive Director and serves as a liaison with educational staff in the international offices to develop and promote targeted training programming for the various geographical areas.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Strategically align all training programs to develop and support related association goals, growth and global business plan strategies;
- Using needs assessment, evaluate and assess all aspects of training program content, delivery and outcomes, including implementation of meaningful metrics to validate results and association investment in educational resources;
- Identify new content areas for dissemination through current and future educational programming options offered by DIA;
- Adopt new technologies to more effectively educate DIA learners and identify cost-efficient opportunities to deliver new content through lease, purchase or partnerships;
- Partner with leadership in DIA regional offices to build global training programming with flexibility to allow for local implementation to meet the individual needs of each distinct region;
- Identify and facilitate opportunities for strategic alliances with academic institutions and global partners to help drive the organization's educational mission;
- Oversee DIA Continuing Education Accreditation programs and ensure DIA compliance with accrediting organization requirements;
- Drive expansion of the in-company training program;
- Create and manage the departmental revenue and expense budget of \$3.5M to \$4M;
- Create and implement policies and processes and identify tools to manage team members to ensure job responsibilities are fulfilled in a timely manner;
- Collaborate with marketing to ensure optimal promotional efforts for all training programs;
- Oversee committee to support Global Training Program Management;
- Perform other duties as assigned.

## **REQUIRED QUALIFICATIONS**

Qualifications include: Bachelor's degree plus advanced knowledge in adult education. Advanced degree is strongly preferred. Knowledge of state-of-the-art educational methods and tools is required, as demonstrated by ten years related experience reflecting direction of significant educational programming, including hands-on training, web-based instructional design and staff supervisory management. International experience is strongly preferred. Experience in university, medical society, pharmaceutical/medical products industry or a closely related area is required as is continuing education accreditation experience. Knowledge of ACCME, ACPE, IACET and PMI accreditation is highly desired. The Worldwide Director must have the ability to interact with all organizational levels, professions and cultures, as well as the ability to lead and develop staff. An excellent customer service orientation, outreach skills and the ability to effectively build relationships are necessary. Detail orientation, excellent

written and verbal communication skills, along with strong organizational skills are needed. Approximate 15-35% travel required, including international.

## **CHALLENGES AND OPPORTUNITIES**

Educational programs and membership dues are the two major sources of revenue for the association. A more cohesive plan and structure for DIA training programs, including a global vision for content, is a key role for the Worldwide Director. There is a need to demonstrate added value, streamline existing processes and work with the international offices on programming, recognizing current regional content needs and cultural differences. Instructor evaluation and implementation of new web-based and electronic learning options will be necessary. External challenges impacting DIA members include an increased regulatory burden, concerns regarding healthcare costs and drug development pipelines. Educational programming needs to address issues related to costs, convenience, access and the use of new technology.

## **SEARCH PROCESS**

The search is being conducted by Association Strategies and Tuft & Associates. Submit resume and cover letter in confidence to: [DIA-EDUCATION@assnstrategies.com](mailto:DIA-EDUCATION@assnstrategies.com)