

Catherine M. Rymsha, Ed.D.
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Education

Doctor of Education, Organizational Leadership studies concentration, Northeastern University, Boston, Massachusetts, January 2009 – December 2013

- Dissertation topic: *Can leadership be taught?: An evaluation of a health care provider's leadership development program*

Master of Science, Leadership, Northeastern University, Boston, Massachusetts, April 2007 – May 2008

- Thesis topic: *Implementing a personal coaching program the World Congress Leadership Summit division*

Bachelor of Arts, English/Communications, Journalism and Public Relations/Corporate Communications concentrations, Minor in Business Administration, Massachusetts College of Liberal Arts (MCLA), North Adams, Massachusetts, September 2002 – December 2005

Professional background

Learning and Development, Aspen Technology (A software organization focused on process industry companies to optimize their engineering, manufacturing, and supply chain operations), Bedford, Massachusetts, February 2016 – Present

- Leads all organizational learning activity ranging from eLearning to classroom training with specific focus on leadership development programs
- Created Women's Leadership Forum to aid in diversity and inclusion and to drive the advancement of women within the organization
- Collaborates with internal clientele and organization leaders to create workshops and training to assist with learning needs

Program Management, Communications, Virtual Incorporated (A technology-focused association management company), Wakefield, Massachusetts, April 2012 – February 2016

- Directed client's speaker bureau by providing strategic insight on program direction as well as day to day maintenance of program management including researching and evaluating speaking opportunities, designing PowerPoint presentations and writing speeches for executive staff to present at industry events/conferences, Congressional briefings/hearings as well as internal and external webinars
- Lead in-house leadership development program through curriculum development and instruction for Virtual staff to enhance leadership capabilities

Marketing Manager, World Congress (An international health care conference planning company), Woburn, Massachusetts, January 2008 – April 2012

- Oversaw marketing portfolio of 15-20 educational health care conferences and forums annually with ownership over the organization's largest events including the World Health Care Congress, World Healthcare Innovation & Technology Congress, American Health Care Congress and Employer Health & Human Capital Congress
- Created marketing strategy plans to detail ways to maximize conference exposure to drive revenue and increase attendance numbers
- Analyzed marketing efforts to make recommendations on conference marketing strategies to senior management, CEO and conference producers

Marketing Associate, World Congress (An international health care conference planning company), Woburn, Massachusetts, January 2007 – January 2008

- Assisted marketing managers with conference marketing strategy plans
- Wrote and edited copy for conference promotion including website landing pages, email campaigns, invitational letters, postcards, press releases, brochures and social media posts

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Instruction experience

Lecturer, University of Massachusetts, Manning School of Business, Master of Business Administration, Lowell, Massachusetts, January 2018 – Present

- Instructs class on “Managerial Leadership”
- Designed curriculum, syllabus and educational content to prepare students on leadership best practices
- Evaluates student performance through written assignments, presentations and participation

Lecturer, Merrimack College, Girard School of Business, Master of Science in Management, North Andover, Massachusetts, January 2013 – August 2015

- Instructed class on “Leading Organizational Change”
- Designed curriculum, syllabus and educational content to prepare students on best practices and strategies for leading large-scale organizational change
- Evaluated student performance through written assignments, presentations and participation

Instructor, Wells-Ogunquit Adult Community Education, Wells, Maine, Fall 2009 – Fall 2013

- Designed curriculum and instructed workshops on marketing and event planning

Tutor, Chyten Educational Services, Andover, Massachusetts, May 2008 – January 2012

- Tutored high school students on essay writing strategies, study skills and SAT reading/writing strategies to improve test scores

Instructor, Exeter Adult Education, Exeter, New Hampshire, Fall 2009 – Fall 2011

- Designed curriculum and instructed workshops on marketing, event planning and leadership

Instructor, Newburyport Adult and Continuing Education, Newburyport, Massachusetts, Fall 2008 – Fall 2009

- Designed curriculum and instructed workshops on public speaking

Speaking engagements

Panelist, LinkedIn Learning/Lynda.com Conference, Boston, Massachusetts, June 2017

- Presented overview of Aspen Technology’s organizational learning efforts with use of Lynda.com

Speaker, TEDxLowell, Lowell, Massachusetts. April 2014

- Presented talk on, “Want to become a better leader? Here’s how. Just listen...”

<http://tinyurl.com/qbb7bv9>

Presenter, Research, Innovation, and Scholarship Expo (RISE), Northeastern University, April 2014

- Presented poster to academic community on dissertation - *Can leadership be taught?: An evaluation of a health care corporation’s leadership development program*

Volunteering

Reviewer, Journal of Leadership Studies, August 2016 – Present

- Reviews article submissions for publication on “as needed” basis

Mentor, MCLA Innovation & Entrepreneurship Challenge, Massachusetts College of Liberal Arts, North Adams, Massachusetts. January 2017 – April 2017

- Mentor to students creating businesses plans for grant challenge

Chair of Public Relations/Marketing, Newburyport Literary Festival, Newburyport, Massachusetts. November 2008 – May 2010

- Managed communications and marketing campaign to drive awareness and promotion about annual literary festival