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EDUCATION/TRAINING

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Vice President Sales, Marketing & Public Relations
Institute for Supply Management™

Find out how associations around the world plan, develop and promote their programs. You'll get tips and techniques that are applicable to both large and small budgets.

Carol Hodes is the Director of Education and Professional Development for the National Institute of Governmental Purchasing (NIGP). She has been with NIGP since 1999 and as the Director is responsible for providing leadership for all educational programming. Her work focuses on the strategic goals and objectives of Institute as they relate to the education products and services offered by NIGP including those offered at its Annual Forum and Exposition. She is responsible for all text development, course curriculum, on-line learning events, and contractual relationships with members and outside agencies for the Institute in the area of education and professional development. She is committed to developing all relationships that promote the value of public procurement education in the public sector.

Carol holds a Bachelors Degree in Education, and was a public school educator before coming to NIGP. A firm believer in certification, Carol earned the Certified Association Executive designation (CAE) in 2005. She serves on the Education Committee of the International Federation of Purchasing and Supply Management (IFPSM), the Public Procurement Research Center and is an active member of the American Society of Association Executives (ASAE) serving on their Professional Development Section Council.

Anita Kőhegyi is Managing Director of the Hungarian Association of Logistics, Purchasing and Inventory Management. She has a Master's Degree in Liberal Arts from the University of Debrecen, Hungary and a BA level Certificate in Foreign Trade. After some teaching and commercial experience she joined HALPIM in 1992 as Managing Director of the then newly formed association, a position she has carried ever since. She was instrumental in building up the association, the first of its kind in Central and Eastern Europe. Besides the general management of the association her responsibility includes coordinating and driving the development of the education and training programs, editing the HALPIM magazine and other publications, executing the decisions of the Board and representing

HALPIM at national events and in international organizations (IFPSM and the European Logistics Association). Currently she is member of IFPSM's Board of Directors.

Cindy Urbaytis has more than twenty years experience in sales and marketing. She joined ISM in 2000 focusing on the supplier supported sales products for ISM. She was instrumental in bringing corporate sponsorships and web seminars to ISM's list of offerings. In 2005, she assumed the role of Vice President Sales & Marketing. Her responsibilities now include supplier supported sales activities, marketing strategy, membership growth, public relations and the sales of custom educational programs and assessment tools.

Prior to ISM, Cindy was Strategic Alliance Manager for U-Haul International. In this role she was responsible for expanding the U-Haul brand into non-core areas. These efforts resulted in a customer loyalty program with AT&T and a mainstream distribution of U-Haul die-cast trucks to name a few.

While living in Texas, Cindy was employed at Baylor College of Medicine in Houston, TX. Major responsibilities were to secure educational grants from pharmaceutical and medical device companies to support continuing education program for physicians. Annual grants amounted to more than ten million dollars.

Cindy obtained her BA and MA in Geography from Bowling Green State University in Bowling Green, Ohio.