

DENISE C. PROBERT, CPA, CGMA

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LEADERSHIP EXPERT

*Thought leader, professional speaker, and leadership consultant
with a proven ability to turn vision into reality.*

**Corporate Reorganization Facilitation • Innovative Product Ideation • Effective Team Building and Coaching
Corporate Culture Change Expert • Data-Driven Decision Making • Strategy Execution**

Key Results

- Led teams through four corporate reorganizations
- Expanded test prep product market share by 17%, gaining share from the market leader.
- Increased revenue by 100% through innovative sales and marketing strategies and improved product offerings.
- Achieved student success key performance indicators: satisfaction rates near 100% and pass rates nearly twice the industry average for accounting products.

PROFESSIONAL EXPERIENCE

GLEIM PUBLICATIONS INC, Gainesville, FL

2022 to present

Privately held corporation provides study and reference materials for professionals in the accounting and aviation sectors.

Gleim CPA Exam Prep

Record instructional videos for the Financial Accounting & Reporting (FAR) and Business Analysis & Reporting (BAR) sections of the US CPA Exam.

LINKEDIN, Sunnyvale, CA

2020 to present

\$22.6B global online company which provides professional networking and career development services to businesses and individuals

LinkedIn Learning Instructor

Create content and record instructional courses in accounting.

- Corporate Financial Statement Creation
- Accounting Foundations – Understanding the GAAP
- Accounting for Nonaccountants
- Accounting Foundations – Accrual Basis Accounting and the Accounting Cycle
- Accounting for a Company's Stock and Dividend Transactions

UNIVERSITY OF COLORADO – BOULDER, Boulder, CO

2020 to present

Public university serving undergraduate and graduate students

Teaching Assistant Professor, Accounting Department, Leeds School of Business

Create and instruct in-person and remote courses in accounting

- Advanced Financial Accounting
- Financial Statement Analysis
- Cost Management
- Corporate Financial Reporting I

Recipient of 2022 Robert S. Wasley Memorial Teaching Award

Nominee for 2022 & 2023 Franscona Teaching Award

Daniels Fund Faculty Ambassador (Fall 2020 – Spring 2022)

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DENISE C. PROBERT, CPA, GCMA

PROFESSIONAL EXPERIENCE, *continued*

JOHN WILEY & SONS, Hoboken NJ

2015–present

\$1.8B global publishing company with a focus on digital education, learning, assessment, and certification solutions to help universities, businesses, and individuals.

Director, Learning and Curriculum Strategy, Wiley Efficient Learning (WEL) (2017–present)

Direct learning strategy and product quality for accounting, finance, IT, and business test prep products portfolio.

- Developed vision and plan for 14 module curriculums for major international accounting board. Trained and managed authors and development editors to execute on the curriculum build. Acquired and managed teams of as many as 75 authors.
- Led integrated project combining content from higher education and test-prep units to improve outcomes.
- Created product quality-assurance program using 8-measurement framework, including efficacy, 13 products.
- Created data analysis program to track impact on student learning and correlate performance in product with performance on actual high-stakes exams.

Director, Curriculum, Accounting Exams (2015–2017)

Directed product management of accounting exam prep products for Certified Public Accountant (CPA), Certified Management Accountant (CMA), and Certified Internal Auditor (CIA) designations. Led strategy for accounting products (marketing, sales, product, platform, and more). Increased revenue and market share through sales and marketing support. Directly responsible for team of content specialists and indirectly responsible for supporting functional teams.

- Increased portfolio revenue by 28%.
- Led the creation of new CMA curriculum, increasing product assets by 300% and sales by 400%
- Acquired and managed new CMA author team of 6 and created a completely new product, increasing from 100 to 300 hours of education, including a new final review product. Sales doubled in the first year.
- Managed all author teams and internal content development/management teams through product releases.
- Managed product changes required to meet demands of changes made by examination's teams, both annual updates (for example, pronouncements) and major changes in examination (for example, changes in cognitive levels assessed and assessment tools used).
- Created innovative new products to improve student outcomes, including final review product helping students master most challenging subjects during the final week of study, and product tips and techniques.
- Created and managed a highly effective team of content specialists dedicated to ensuring product quality and meaningful content conversations with customers.
- Led technology team through significant platform revisions.

KAPLAN PROFESSIONAL EDUCATION, La Crosse, WI

2008–2015

\$1.5B international provider of education and career services; subsidiary of Graham Holdings.

Vice President of CPA Education

Led strategy development and implementation, budgeting and forecasting, product development and maintenance, and sales/marketing initiatives for CPA Exam test prep and accounting continuing professional education products. Accountable for financial advancement of these products, including driving sales, managing revenue recognition, and direct and indirect cost control decisions.

- Financial Impact: Increased revenue 70% YOY while simultaneously increasing contribution margin through sustainable cost-cutting measures.
- Shifted marketing and sales strategy from a B2C focus to a B2B focus, increasing bulk and annuity sales from <1% of sales to >5% of sales in 6 months.
- Identified and developed domestic and international business opportunities with Big 4 accounting firms, laying groundwork for future financial results.
- Restructured business unit to create synergies and efficiencies with other business units to maximize productivity and profitability of product lines.
- Advanced product quality to "industry leading" in 1 year; brand recognition to "well known" in 3 years.
- Drove initial sponsorship status with the National Association of State Boards of Accountancy (NASBA) and managed ongoing maintenance.

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VITERBO UNIVERSITY, La Crosse, WI

2000–2008

Tenured Associate Professor of Accountancy, Dahl School of Business

- Outstanding Academic Advisor Award (2005)
- Nominated Teacher of the Year 2008, 2007, and 2005

Upper Iowa University, Fayette, IA:

Assistant Professor of Accountancy, Division of Business

1996–2000

Dakota State University, Madison, SD:

Instructor, College of Business and Information Systems

1988–1996

Southwest Minnesota State University, Marshall, MN:

Instructor, College of Business and Information Systems

1987–1988

PROFESSIONAL ORGANIZATIONS

American Institute of Certified Public Accountants

American Accounting Association

Beta Alpha Psi Advisory Forum

Beta Gamma Sigma Business Honor Society

Delta Mu Delta Business Honor Society—Honorary Faculty Member

Pi Omega Pi Business Education Honor Society

Colorado Society of Certified Public Accountants

SELECT PROFESSIONAL SPEAKING & PUBLICATIONS

Rocky Mountain Accounting Association: 2019 Annual Conference, "Be a Leader! Bridge the Gap," a presentation on how to lead yourself and your organization through the skills gap.

American Accounting Association: Conference on Teaching and Learning in Accounting, 2019 annual meeting, poster presentation: "So You Want to Be a Rockstar," on best video teaching practices to optimize learning.

Conference on Teaching and Learning in Accounting, 2018 annual meeting keynote luncheon, panel organizer, and moderator, "From Teaching to Learning: How to Use Pedagogy and Learning Science to Help Ensure Student Learning."

World Congress of Accounting: 2018 Conference, Sydney, Australia, "*The Role of Learning in Ensuring Public Trust.*"

Beta Alpha Psi: Presented at annual conference and regional conferences on topics related to the CPA Exam, IFRS, credentials, and professional designations (2009–2011).

National Association of Black Accountants, Eastern Regional Conference: Presented on CPA Exam, IFRS, and professional designations, and participated in keynote panel discussion (2009–2011).

American Society of Women Accountants Regional Conferences: Presented on corporate culture and conscience, Sarbanes-Oxley (2006–2010).

Minnesota Society of Certified Public Accountants: Presented on the CPA Exam.

Wisconsin Certified Public Accountants Young Professionals Conference: Presented on Microsoft Excel tips and tricks (2009).

Journal of Accountancy: "CPA Careers: Executive Roundtable."

New Accountant: Various articles on the CPA Exam, careers, and licensure (2010–2011).

DENISE C. PROBERT, CPA, GCMA

EDUCATION

Master of Professional Accountancy, University of South Dakota (1994)

Master of Science in Education (Emphasis: Business), Wayne State College (1987)

Bachelor of Arts in Education (Emphasis: Business Education), Magna Cum Laude, Wayne State College (1986)