

DENISE C. PROBERT, CPA, CGMA

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LEARNING SCIENCE AND EDUCATION LEADER AND CONSULTANT

Thought leader and global learning sciences speaker and consultant with a proven ability to articulate a vision and then turn vision into reality by building efficacy, efficiency, and effectiveness into learning experiences. Improving learner outcomes by prioritizing learning in the design process.

**Learning Science Initiatives • Cognitive Science • Data-Driven Decision Making
Strategy Execution • Learning Strategy Planning & Execution
Innovative Product Ideation • Global Accounting Education**

Key Results

- Applied best learning practices to a portfolio of 18 products to optimize efficacy, effectiveness, and efficiency of learner achievement of outcomes.
- Developed vision and detailed curriculum plans for major international credentialing body's certification exam preparation product (14 modules of self-study learning materials and 8 days of workshop experiences).
- Student success key performance indicators: satisfaction rates near 100% and pass rates nearly twice the industry average for accounting products.
- Created Learner's Bill of Rights and Wiley product quality program to help improve learner outcomes.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF COLORADO – BOULDER, Boulder CO
Instructor of Accountancy, Leeds School of Business

2020 – present

Courses include: Advanced Financial Accounting, Financial Statement Analysis, and Cost Management

Service: CPA Liaison, Daniels Fund Ambassador

JOHN WILEY & SONS, Hoboken NJ

2015–2020

\$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) (2017–2020)

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.
- Presented on learning sciences in the field of accounting at the American Accounting Association (2018 and 2019) and World Congress of Accountants in Sydney, Australia (2018).
- 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 leadership and support. Directly responsible for team of content specialists and indirectly responsible for supporting functional teams.

- Increased portfolio revenue by 28%.
- Built new CMA curriculum, increasing product assets by 300%.
- 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.

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PROFESSIONAL EXPERIENCE, *continued*

- 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.

VITERBO UNIVERSITY, La Crosse, WI

2000–2008

Tenured Associate Professor of Accountancy, Dahl School of Business

Courses included: Auditing, Managerial Accounting, Cost Accounting, Financial Management I & II, Financing Strategies and Capitalization, Production & Operations Management, Advanced Accounting I & II, Intermediate Accounting I, Federal Taxation I & II, Seminar in Accounting Theory, Personal Economics, Management Science in Decision Making (graduate).

- 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

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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

American Accounting Association:

Teaching, Learning and Curriculum (TLC) Section 2020 Colloquium ED Talk Presentation “The “Be . . . “ Virtues of an Exceptional Online Teacher”

Conference on Teaching and Learning in Accounting, 2020 annual meeting:

- Panel organizer, and moderator: “Career Readiness – An Exploration of Aligning the Classroom Learning Experience with Preparing for the US Uniform CPA Examination”
- Presentation: “Be the Change! Fill the Gap!”

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.”

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.

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, Sarbannes-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).*

South Carolina CPA Report: “The New CPA Examination.”

Kaplan Professional Papers and Presentations (Partial Listing):

- “IFRS: An Overview and Update,” Minnesota Society of CPAs icw SALO, LLC, September 2011. 4 CPE
- “CPA Exam for MN CPAs,” Minnesota Society of Certified Public Accountants, October 2009.

Listing of Academic Publications and Presentations Available upon Request

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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)