



FOR IMMEDIATE RELEASE

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Mohammad Elected to Lead ASP Certification Commission

July 19, 2021— **Jihad A. Mohammad, MBA, SPP, PMP, CPTD, SPHRi, SHRM-SCP** was recently elected chair of the Association for Strategic Planning (ASP) Certification Commission, effective July 1, 2021. ASP is a global not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit, and government organizations.

“I am honored to have the support of the ASP Certification Commission to lead our structured efforts to advance the standards, quality, and branding of two renowned certification programs that offer professionals around the world the opportunity to be recognized for their extensive knowledge, skills, and abilities in the area of strategic planning,” said Jihad A. Mohammad, who serves on the ASP Board of Directors and is a certified Strategic Planning Professional (SPP).

A graduate of Heriot-Watt University with a Master of Business Administration (MBA), Mohammad is also a Project Management Professional (PMP), Senior Professional in Human Resource (SPHRi), and Certified Professional in Talent Development (CPTD). He has more than 20 years’ experience in organizational development, human resources, and strategy management, working at large global and regional corporations, including Emaar, Savola Group, and Alturki Holding. Currently, Mohammad is the Strategy and Organization Development Director in Saudi Arabia for Dar Al Riyadh Holding, an engineering firm.

Also elected was **Dean Black, MBA, SMP, CAE, VMPC**, who began his term July 1, as a new commissioner. Black is a graduate of the Royal Military College of Canada with a Bachelor of Science (Applied) and a Master of Arts in war studies, and York St. John University with a Master of Arts in leading, innovation and change. He is awaiting final exam results in the Master of Science in strategic planning program with the Edinburgh Business School/Heriot-Watt University. Black is a certified CAE with the Canadian Society of Association Executives, a Strategic Management Professional (SMP) through ASP, and a Volunteer Management Professional (VMPC) through the Professional Association of Volunteer Leaders—Ontario. As a Lieutenant-Colonel, he served as a senior defense analyst in the Canadian Department of National Defence and is currently the Executive Director of the non-profit RCAF Association. He also serves as an ASP Board member

Commissioners continuing their service on the ASP Certification Commission are:

- **Jason Brewer, MBA, SMP, PE**, who graduated from the University of Michigan-Dearborn with a Master of Business Administration (MBA), a master’s degree in industrial engineering from the University of Michigan and a bachelor’s degree in Mechanical Engineering from Michigan Technological University, is a licensed Professional Engineer (P.E.) in the State of Michigan and is also certified Strategic Management Professional (SMP). Brewer has held positions of increasing responsibility in consulting and engineering, sales, and strategy with companies in the manufacturing industry. Currently he is Director at Harbour Results, Inc., advising manufacturers on strategy and operations improvements.

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- **Tom Carter, MBA, SMP, CPA**, a graduate of Dalhousie University with a Master of Business Administration (MBA), is a Chartered Professional Accountant (CPA) and a Strategic Management Professional (SMP). He has extensive experience in the fields of strategy and finance, working at many global corporations. For more than a decade, Carter has been a volunteer with ASP, serving in many different roles, including vice president, treasurer, and a member of its board, while making key contributions to the development of the certification programs and the ASP Certification Commission. In 2021, Carter was recognized for his significant leadership and contributions to ASP, and he received the *ASP Hall of Fame Award*. He has also volunteered at many other not-for-profit organizations in Canada and held leadership positions, including serving as chairman of Centennial College and president of the Strategic Leadership Forum.
- **Barbara Collins, SMP** has over 20 years of experience as a manager and department head in both government and private organizations. With more than 30 years of experience in organizational development and strategic planning as both an internal and external consultant, she brings proven leadership and management experience to the ASP Commission, including program development, effective performance measurement, data-driven decision-making, personnel management, and finance. Collins, who recently retired as a global partner at Haines Centre for Strategic Management, has been a contributing member of the Association for Training and Development, the Mid-Atlantic Facilitators Network, and the Chesapeake Bay Organization Development Network. She also served as president and board member of the Juvenile Justice Trainers Association and the International Association of Correctional Training Personnel.
- **Dania Eter, DBA** graduated from Georgia State University with a Doctorate in Business Administration. Eter holds Black Belt in Six Sigma certification and is currently working as Director of Global Customer Enablement at Alteryx. As an industry expert in credentialing and professional certification programs, Eter has served in a variety of leadership positions at global corporations and organizations such as the HRCI, Cisco, and Palo Alto Networks. Her extensive volunteering work at not-for-profit organizations includes serving as NCCA commissioner and a board member at the Institute for Credentialing Excellence (ICE).
- **Debra N. McGuire, MBA, IOM, CAE** is a graduate of Cornerstone University with a Master of Business Administration (MBA) and a bachelor's degree in communication arts and sciences from Michigan State University. She is the Executive Director of the International Association of Assessing Officers (IAAO), with its global headquarters located in Kansas City, MO. A respected subject matter expert in association and nonprofit management, McGuire holds the Institute of Organizational Management (IOM) credential through the U.S. Chamber of Commerce and is a Certified Association Executive (CAE) through the American Society of Association Executives (ASAE). Her volunteer leadership includes chairing the CAE Item-Writing Committee and serving on the CAE Examination Committee and the Job Analysis Task Forces (2009, 2019). She was appointed to the CAE Commission, then elected its chair in 2012-2013, and later served as a member of the CAE Professional Conduct Committee and CAE Appeals Committee.

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About the Association for Strategic Planning (ASP)

Founded in 1999, ASP is the leading global not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit, and government organizations. ASP provides opportunities to explore cutting-edge strategic planning and management principles and practices to enhance organizational success and advance members' and organizations' knowledge, capability, capacity for innovation, and professionalism. To learn more, visit www.strategyassociation.org