

CJ Rhoads

Managing Director of HPL 501c3 Institute, home of Taijiquan Enthusiasts Organization and several Leadership programs.

CJRhoads@ETMAssociates.com

Skills & Expertise

Customer Service
Team Building
Executive Coaching
Executive Education
Leadership Development
Information Technology
Business Strategy
Long Range Planning
Healthcare
Telehealth
Strategic Planning
Entrepreneurship
Integrative Health Practices
Non-Profit Organizations
Credit Union, Banking, Finance
Database Architecture
Contact Management Systems
Enterprise Resource Planning
Nonprofits
Start-ups
Leadership
Public Speaking
Community Outreach
Coaching
Staff Development
Management
CRM
ERP
Business Planning
Training
Change Management
Fundraising

Summary

Dr. CJ Rhoads is the founder and CEO of HPL Consortium, Inc. developing technology tools to help those who need help get together with those who can help them. She speaks and writes about entrepreneurship, business strategy, leadership development, information technology and the economics of healthcare and integrative health practices. She's also an associate professor in the College of Business at Kutztown University, an avid researcher, and a widely published book author. In 2009 she was honored as one of Pennsylvania's Best 50

Women in Business and in 2011 she received the Athena Leadership award.

Specialties: Consulting in: Technology and Business Strategy, Decision Making, Leadership, Team Building, Enterprise Change Management, Organizational Development & Enterprise Resource Management (ERP), Healthcare decision makings, Health and Wellness programs, Optimizing People & Business Process & Systems, Executive Education, Executive Coaching, Customer Service, Customer Relationship Management, Managing Technical Vendors & People.

Experience

Associate Professor at College of Business, Kutztown University

August 2004 - Present (10 years)

Kutztown University is a member of the Pennsylvania State System of Higher Education (PASSHE). I teach graduate courses in entrepreneurship and innovation, managing large enterprise projects, managing enterprise information technology as well as undergraduate courses in business information technology. Research topic: the factors that enable certain companies to survive and thrive even during a recession.

CEO, President, and Founder at HPL Consortium, Inc. (formerly ETM Associates)

July 2001 - Present (13 years 1 month)

HPL Consortium, Inc. dedicated to providing easy-to-use technology tools that enable people and groups to connect towards health, prosperity, and leadership. CIRWEP, an integrative technology platform, is currently under development for the benefit of members of the consortium.

HPL Consortium was formerly known as ETM Associates, Inc., a small boutique management consulting firm specializing in Enterprise, Technology, and Management issues, in 2012 the company changed its name and its focus in order to help more people in more places. Using our knowledge of technology, business process, and industries such as healthcare and management consulting, we are developing a platform that will make connecting with people - both online and offline - easier and more affordable. Watch for new developments in the coming years.

2 recommendations available upon request

Managing Director at HPL 501c3 Institute

July 2001 - Present (13 years 1 month)

HPL 501c3 Institute is a non profit organization dedicated to helping underserved people and groups connect toward health, prosperity, and leadership. A special focus is on spreading the benefits of Integrative Health Practices, and we are actively seeking organizations and groups to be subsidiary associate membership organizations such as Taijiquan Enthusiasts Organization, Complete Mind Body Spirit Tai Chi, National Qigong Association Research and Education Committee, Integrative Health Network, etc.

1 recommendation available upon request

Research & Education Committee Chair at National Qigong Association

2012 - 2012 (less than a year)

Foster research into integrative health practices such as Tai Chi and Qigong, and work with the academic

community to standardize taxonomy and ensure credibility.

Columnist at Eastern Pennsylvania Business Journal

2001 - 2010 (9 years)

Wrote a bi-weekly column on leadership, and a monthly column on technology.

Member at Berks Women's Network

1986 - 2010 (24 years)

Organized business networking events.

Panel Organizer (Volunteer - not a job) at Philadelphia CIO Forum

2001 - 2006 (5 years)

Arranged for business leaders to speak on a panel at a conference or meeting.

Advisory Board Member at LaSalle University

2000 - 2004 (4 years)

Served on the advisory board sharing expertise in educational curriculum, information technology, management strategy, and fundraising.

1 recommendation available upon request

Advisory Board Member at Cambridge Information Network/Earthweb

May 2000 - May 2001 (1 year 1 month)

Earthweb, Inc. acquired Cambridge Information Network in 2000 and hired me as a former Advisory Board members to help launch the new website.

Chief Technology and Operations Officer at CommerceLinks.Net

August 2000 - March 2001 (8 months)

Recruited to serve as CTO for a startup company that developed a new technology for Live Video Customer Service. In November I was promoted to COO as well. With the exception of sales and marketing, fully responsible for all aspects of the company. Under my direction, the company accomplished quite a bit:

- completed a competitive analysis
- developed and published a business plan
- developed business requirements and demo of Customer Collaboration Platform (CCP)
- led team in assessing technical requirements for CCP
- developed business requirements for Video Communication Network
- wrote patents on the Live Video Customer Service technologies
- established operational processes for proposing, closing, and billing customers

Chief Technology Officer at Millstar

February 2000 - September 2000 (8 months)

Millstar was a Business to Business E-commerce software development company that specialized in medium to large manufacturers and distributors of equipment and supplies. Brought in by the owners to stabilize/build a technology team, establish controls, and implement a new direction for the company.

We developed an easy-to-implement-fully-featured e-commerce software with the ability to print personalized catalog of items in full color. The change improved gross margin and increased employee motivation. Among our successes:

- Stabilized development team.
- Increased retention rate from 40% to 91%.
- Increased employee satisfaction. 95% employees identified "very satisfied with job" in a survey compared to less than 20% (prior to my joining).
- Increased potential gross profit margins from 25% to 63%.
- Refocused sales and marketing on more profitable accounts.

Vice President, Information Systems at First USA/Bank One

May 1998 - February 2000 (1 year 10 months)

Recruited to lead Project Management Initiatives. Responsible for all major infrastructure projects including Y2K, Data Warehouse, MVS Conversion, Oracle Conversion, Data Center Relocation, Firewall Architecture and Backup Architecture. Under my leadership:

- On time/on budget projects jumped 1/102 to 85/130
- Compliance rate went from 64% to 81%
- Early fulfillment rate went from 59% to 83%
- Initiated Time Tracking to enable effective resource use
- Spearheaded Root Cause Analysis program.
- Identified top recurring issues, including
 - ***** Internet Stability and Capacity
 - ***** Release Testing
 - ***** Network Proactivity
 - ***** Server Ownership, Maintenance & Build
 - ***** Problem Ticket Diagnosis

1 recommendation available upon request

Vice President, Finance Division at MBNA

January 1995 - February 1998 (3 years 2 months)

MBNA was one of the world's largest credit card issuers. Served as the internal consultant to executive management on all enterprise-wide technology projects. Translated technical descriptions into more easily understood terms for financial & business executives. Coached teams seeking funding on doing financial projections and presentations.

Streamlined approval and forecasting process through teamwork and technology. Improvements included elimination of reconciliation issues, time reduction for major expenditures from 18 days to less than 2 days, and from 41 days to 2 days for minor projects.

Chosen by senior management to lead a team of eighty people to design & develop process and system to meet the drastically changing planning needs. In recognition of teamwork and leadership efforts, I was

nominated by peers and subordinates and received the Financial Excellence Award for the First Quarter of 1998.

1 recommendation available upon request

Education

Lehigh University

Doctorate, Educational Technology, 1985 - 1990

Activities and Societies: Awarded merit scholarship. Also published papers with several professors and classmates.

Temple University

Masters, Educational Psychology and Instructional Design, 1983 - 1985

Activities and Societies: Published a paper on evaluating educational software with Dr. Glen Snelbecker, a noted researcher and author in Educational Psychology and Instructional Design topics.

Kutztown University of Pennsylvania

Bachelor of Science, Education, 1978 - 1982

Activities and Societies: Special Olympics Coach

Honors and Awards

2014 Top Researcher of the Year by the Scholarly Activity Committee of Kutztown University's College of Business.

2013 one of Lehigh Valley's 2013 Women of Influence award winner, which honors the most dynamic women in business who have demonstrated leadership in giving back to the community.

2011 the Athena Leadership Award in 2011 by Greater Reading Area Chamber of Commerce, for professional excellence, community service and leadership skills.

2010 one of Pennsylvania's Best 50 Women in Business by Governor Ed Rendell and the Department of Community and Economic Development.

2008 John P. Schellenberg Award for Excellence in Teaching and Learning by the Center for Advancement of Teaching at Kutztown University.

Inducted into the United Fellowship of Martial Artists Hall of Fame as Martial Arts Promoter of the Year by the United Fellowship of Martial Artists in 2010.

Interests

Managing Director of Taijiquan Enthusiast Organization, and an avid Taijiquan competitor. Taijiquan is an ancient Chinese Martial Art. In summer of 2002, competed in a national and an international tournament for Taijiquan Form and Push Hands.

Developer of Pacem In Vita, a leadership curriculum for junior and senior high school students based upon the philosophy and art of Taijiquan.

Also an avid golfer and fan of science fiction novels and media.

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6 people have recommended CJ

"CJ was the editor for my book, *The Entrepreneur's Guide to Mastering the Inner World of Business*, which was published in 2010. CJ is someone that you want on your team. She was an amazing supporter of my work and writing and I cherished her feedback, which was always right on. I highly recommend CJ!"

— **Nanci Raphael**, *CEO and Founder, Leadership & Executive Development, LLC*, was with another company when working with CJ at ETM Associates, Inc.

"Over the twelve years that I have known her, I have seen CJ tackle the most difficult objectives imaginable and achieve incredible goals; building a new company from the ground up, restoring another, ailing company to its former glory (and then some.) I saw her devise a unique process to deliver REAL information to decision makers, cutting through the smoke screen typically laid down by technology vendors. I was further impressed when she wrote a series of books to share her learning and experience. There are few who can match the breadth and depth of knowledge that CJ exhibits on a daily basis. A true proponent of authentic leadership, she brings a wealth of experience and a boatload of enthusiasm to every project in which she is involved. I would highly recommend her for any project (if you are lucky enough to get her)."

— **Joseph Puglisi**, *Vice President & CIO, EMCOR Group, Inc.*, worked directly with CJ at ETM Associates, Inc.

"CJ is truly a Renaissance Woman of talents, which will take your breath away. She is an expert's expert, a teacher's teacher, and she has resolved my technological challenges that stumped other professionals. Besides her wealth of knowledge, CJ will come up with creative, elegant solutions that make your projects outstanding. And, on top of all this, she saved me a lot of money!"

— **Siobhan Hutchinson**, was CJ's client

"CJ and I served on the La Salle University Information Technology Leadership advisory board. I found CJ's insight into the world of information technology and its effect on interactions to be clear and current. Her knowledge of the educational needs of information technology professionals shows her commitment to excellence. I am sure that all of CJ's clients in coaching or IT strategic planning will benefit as La Salle did."

— **Anne Marie Smith**, *Principal Consultant, Alabama Yankee Systems, LLC*, worked directly with CJ at ETM Associates, Inc.

"I've known CJ for at least 15 years and we met when she had read my Rites of Passage book and I attempted to recruit her for a client of my executive search practice. Over the years I have turned to CJ for suggestions of many potential candidates and for her incisive and practical thoughts on many business subjects. If you are fortunate enough to know CJ, be sure to get her thinking on the widest range of issues."

— **John Lucht**, Author, *"Rites of Passage At \$100,000 to \$1 Million+ ... Guide to Executive Job-Changing & Career Progress"*, was with another company when working with CJ at First USA/Bank One

"CJ is a very dedicated, focused and analytically oriented professional. CJ worked with my peer during her time at MBNA. Always prepared, always willing to and more importantly able to, differing points of views, academically and practically correct in responding to such. I have seen her present her recommendations, thorough and complete in a very tough and a competitive company with very senior executives with competing views. She did marvelously! I am not surprised she is a coach, a mentor an educator, a founder and a CEO of her own company. I would recommend her easily and often for almost any situation that requires balance and proportion, creativity and well reasoned approach! She is indeed an insightful person!"

— **Sunil Antani**, Vice Chairman, Technology subsidiary, MBNA, managed CJ indirectly at MBNA

[Contact CJ on LinkedIn](#)