



FOR IMMEDIATE RELEASE

IICRC Welcomes Three New Executive Team Members

Las Vegas – June 11, 2018 –The [Institute of Inspection, Cleaning and Restoration Certification](#) (IICRC) today announced the addition of three new executive team members to its management staff. The new hires include a Certification Exam Developer, Certification Process Manager and Marketing Manager.

“Each of these individuals brings a wealth of knowledge and experience to our organization and we’re excited to have them on board,” said IICRC Chairman Pete Duncanson. “We look forward to growing the organization, and with continued improvements and quality additions to our management staff; we’re well on our way.”

The newest additions to the IICRC management staff include:

- **Jennifer H. Bethke, Certification Exam Developer**

As the IICRC Certification Exam Developer, Jennifer Bethke will work with subject matter experts and volunteers to create exams based on IICRC standards and revise existing exams to include best practices.

Bethke began her career working with volunteer-led organizations more than 15 years ago. Her accomplishments include creating and launching a new certification designation, recuperating an existing certification and restructuring the delivery of exams.

Bethke studied communications at Southern Illinois University and successfully completed the Loyola University Chicago Executive Education Program. Bethke will work remotely out of Chicago.

- **Michael Eubanks, Certification Process Manager**

As the IICRC Certification Process Manager, Michael Eubanks will head the Institute’s Certification Process Department which includes two supervisors and 13 customer service representatives. Previously, Eubanks worked in the inventory industry managing several offices in varied markets across the country.

Eubanks also volunteers for the American Red Cross and has tutored incarcerated individuals assisting them with pursuing their high school equivalency degree.

Eubanks received his MBA in 2016, graduating with honors, and is currently pursuing a doctorate in Higher Education Leadership.

- **Sharon Jones Jackson, Marketing Manager**

As the IICRC Marketing Manager, Sharon Jackson will work to develop strategies for the marketing department and increase the Institute's global footprint.

With more than 20 years of marketing experience, Jackson has led worldwide teams in the Philippines and India to maximize impact and reach marketing goals. Previously, she led the PR and communication efforts for a continuing education association that grants CE credits to veterinary professionals. Most recently, she led the wholesale division at an ecommerce/technology company.

Jackson holds an MBA in Marketing and a Master of Arts in Creative Writing/English.

For more information on the IICRC and its role in the inspection, cleaning and restoration industry, please visit <http://www.iicrc.org>.

About IICRC

The IICRC is a global, ANSI-accredited Standards Developing Organization (SDO) that credentials individuals in 20+ categories within the inspection, cleaning and restoration industries. Representing more than 50,000 certified technicians and more than 5,800 Certified Firms in 22 countries, the IICRC, in partnership with regional and international trade associations, represents the entire industry. The IICRC does not own schools, employ instructors, produce training materials or promote specific product brands, cleaning methods or systems. For more information, visit www.iicrc.org.

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