

MARY STEELE WILLIAMS, MNA, MT(ASCP)SM

PROFESSIONAL EXPERIENCE:

March 2004 – Present Association for Molecular Pathology (AMP), Bethesda, MD

Executive Director (July 2011 - present).

The AMP is an international professional society representing approximately 1,900 physicians, doctoral scientists, medical technologists, and industry professionals involved in molecular diagnostics. The AMP annual meeting is the premier meeting in molecular diagnostics and molecular pathology, presenting the latest scientific developments in hematopathology, infectious diseases, solid tumors, and genetics. The Society is a leading voice in matters of government policy and clinical practice regarding molecular diagnostics. For the past several years, AMP has enjoyed an annual growth rate of approximately 30%. The annual budget is approximately \$2.3 million. Previous AMP positions:

Chief Operating Officer & Director of Scientific Programs (2006-July 2011)

Director of Scientific Programs (March 2004 – 2006).

May 1999 – March 2004

Business Consultant.

Provided business development and marketing services to the biotechnology and diagnostics industries. Provided either the sole marketing effort or worked on a team to advance the marketing efforts of clients to include product/service positioning, branding, sales and public relations strategies, budgeting, promotion (literature, website, and tradeshow strategies and design), pricing, personnel, managing contractors, and product/service launch. Projects included assisting executive management in launching new divisions and establishing all marketing functions for the new division; developing and implementing strategies to penetrate the pharmacodiagnosics market; representing client at regulatory meetings; managing all functions of client's tradeshow presence, including meeting selection; booth & literature design and copywriting; business development strategies; writing technical monographs to support client's products or services; educating non-scientific professionals (*e.g.* economists, attorneys) about various molecular diagnostic techniques and applications; providing the total sales, marketing, and regulatory efforts for a small oncology reference laboratory.

November 1998 – May 1999

Oncology Product Specialist. Ventana Medical Systems, Inc., Gaithersburg, MD

Oncor's oncology genetics products were acquired in November 1998 by Ventana Medical Systems, Inc., headquartered in Tucson, Arizona. Responsible for facilitating a smooth product transition for Ventana's Sales and Marketing personnel. One of two former Oncor Sales & Marketing employees who were responsible for maintaining the former Oncor customer base in direct sales and marketing activities while transitioning activities to Ventana.

October 1990 – November 1998

Manager, Diagnostics Training & Communications. Oncor, Inc., Gaithersburg, MD

Recruited to establish a technical support and customer education initiative. In the years following, Oncor became known as a leader in the biotechnology industry regarding technical support and customer education. Trained sales reps in relevant aspects of oncology, Oncor's product line, and presentation skills; designed and managed an extensive training and proficiency programs; provided expert technical advice to pathologists and laboratory personnel; managed tradeshows and staffed the booth; created instructional videotapes; trained technical support staff in how to provide exceptional customer service, and how to transition from a technical to a sales/marketing role. Designed and managed the content of three Oncor websites, which received high praise both from customers and other website designers. An invited speaker at numerous scientific events.

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April 1989-July 1990:

Private Contractor. Life Technologies, Inc., Gaithersburg, MD
Field trainer, responsible for training and troubleshooting DNA hybridization testing for human papillomavirus (HPV). Wrote educational monographs and articles to be published by the marketing division. Designed procedure manuals and performed market research.

June 1987-September 1990:

Medical Technologist. Arlington Memorial Hospital, Arlington, Texas.
Generalist evenings/weekends; technologist in charge of all areas on a rotating basis.

March-April 1987:

Remote Medical Field Work. Baptist Eye Hospital, Lunsar, Sierra Leone, West Africa. Updated laboratory facilities and procedures. Instructed indigenous laboratory and pharmacy personnel.

July 1980-June 1987:

Medical Technologist, Veterans Administration Medical Center, Salem, VA.

EDUCATION:

Master of Nonprofit Administration (MNA), with Distinction, North Park University
Graduate Certificate in Nonprofit Administration, North Park University
Graduate Certificate in Nonprofit Finance, North Park University
Graduate Certificate in Nonprofit Governance, North Park University
Graduate Certificate in Organizational Development, North Park University
Bachelor of Science (BS) in Medical Technology, Virginia Commonwealth University/Medical College of Virginia
Additional Studies in Education, University of Texas, Arlington

CERTIFICATIONS: MT(ASCP); Specialist in Microbiology, MT(ASCP)SM

PUBLICATIONS:

Amos Wilson, J., et al. Consensus Validation of 16 FMR1 Controls: A Consortium Study by the Fragile Xperts. *J Mol Diagn.* 2006 Nov;8(5):623. An abstract for the AMP Annual Meeting.
Blancato, J., Williams, M.S., and Dickson, R.B. Fluorescence *in situ* hybridization assessment of c-myc gene amplification in breast tumor tissues. *Methods Mol Med.* 2006;120:297-307.

REFERENCES: Available upon request

CONTACT INFORMATION:

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