

**TITLE** | Curriculum & Content Manager

**ABOUT** | Ms. Weik joined BSM in 2009 and is located in Incline Village, Nev.  
Prior to joining BSM, she worked in high-level administrative and project management roles in a variety of industries.



**AREAS OF EXPERTISE** | In her current role, Ms. Weik oversees the development of curriculum and content for customer-facing programs, products, and services. Her primary responsibilities include:

- ✓ Managing and implementing projects
- ✓ Coordinating and overseeing teams
- ✓ Developing internal and customer-facing tools and resources
- ✓ Planning curriculum and content for online membership programs
- ✓ Working with subject matter experts to identify and create new content
- ✓ Translating content into creative and compelling online delivery methods
- ✓ Facilitating customer reach through new and fresh content
- ✓ Preparing and analyzing curriculum utilization
- ✓ Coordinating continuing education credits with industry accrediting bodies
- ✓ Researching and implementing innovative methods to deliver curriculum and content

**ACHIEVEMENTS & CREDENTIALS** | Oversees and provides leadership to the Creative Concepts Team, which is responsible for strategically designing and enriching content delivery to enhance connections with customers.

**EDUCATION** | Bachelor of Science in Family Studies, Kansas State University, Manhattan, Kan.

**DID YOU KNOW?** | Haley loves planning and creating, so if she's not spending time with her family, outside of work she can be found making her home — and the holidays — extra special for her family year-round. She also likes to recharge by spending time outdoors hiking, camping, horseback riding, and snowboarding.