

**TITLE** Senior Director of Client Education Services

**ABOUT** Ms. Whitley joined BSM in 2003 and is located in Incline Village, Nev.  
Prior to joining BSM, she obtained a bachelor's degree in business administration from the University of Nevada, Reno (UNR). She later went on to receive her master's degree in business administration from UNR.



**AREAS OF EXPERTISE** In her current role, Ms. Whitley directs the content and development of the [BSM Connection for Ophthalmology](#) website, as well as several adjunct websites administrated by BSM, including the [OOSS University](#) and [ASOA Learning Center](#). Her primary responsibilities include:

- ✓ Planning and budgeting projects
- ✓ Developing and overseeing content
- ✓ Managing projects
- ✓ Coordinating marketing and social media campaigns
- ✓ Overseeing and training teams
- ✓ Providing customer service
- ✓ Fostering collaboration among industry societies and key stakeholders
- ✓ Facilitating meetings and webinars

**ACHIEVEMENTS AND CREDENTIALS**

- ✓ Member of the Operational Leadership Team, which is responsible for internal BSM teams, operations, and functions, including customer tools and resources, support for consultants and clients, and oversight of online programs
- ✓ Oversaw the development and implementation of multiple websites and distance learning programs

**EDUCATION**

- ✓ Master of Business Administration, University of Nevada, Reno (UNR)
- ✓ Bachelor of Science in Business Administration, UNR

**DID YOU KNOW?** When you can't reach Emily behind the computer, she's most likely backpacking to a remote alpine lake with no cell reception and calling her tent home for several days.