



## **William Schimmel**

**Executive Director & CEO  
PTCB**

William Schimmel is the Executive Director and CEO of PTCB. In this role, he builds upon PTCB's strong foundation and leads the organization to advance patient care through the credentialing of pharmacy technicians and by recognizing the essential work done by the more than 280,000 active PTCB-Certified Pharmacy Technicians (CPhTs) nationwide who support the mission every day.

Under Schimmel's leadership, PTCB has launched more than 10 new credentials, including the Advanced Certified Pharmacy Technician (CPhT-Adv) which now includes more than 1,000 pharmacy technicians. He is particularly proud of the high retention rate (~80%) of PTCB CPhTs who maintain their certifications, further strengthening PTCB's mission. Schimmel's impact extends to the internal team as well; in 2020, PTCB received awards for employee engagement (most employee recognition and highest happiness scores) from the TINYpulse® platform. He has also led the staff in expanding our Diversity Equity and Inclusion (DEI) efforts by activating three internal task forces to review our policies and procedures, ensure that they align with our mission and honor our core values, and implement them throughout the organization. In 2022, Schimmel was named a distinguished recipient of the Stephen Crawford Workforce Development and Innovation Medal as part of the American National Standards Institute's Leadership and Service Awards.

Before assuming the role of Executive Director and CEO, Schimmel amassed more than 15 years of leadership experience building and maintaining certification programs. He was PTCB Associate Executive Director (AED) for 7 years and served as Interim Executive Director for a time. In these roles, he renewed PTCB's National Commission for Certifying Agencies (NCCA) accreditation twice, insourced exam development functions, enhanced customer experience for PTCB CPhTs, and launched a multi-phased research effort to examine PTCB Certification outcomes.

Prior to joining PTCB, he was Vice President of Development and Evaluation for the American Board for Certification of Teacher Excellence where he engineered the development of 12 computer-based assessments. He was a Manager in the Telecommunications, Media, and Entertainment sector at Accenture for 5 years. Schimmel earned a BS in computer science from Loyola University in Baltimore



## **Jill Spivey (she/her/hers)**

**Senior Director of Marketing and Communications**  
PTCB

As Senior Director of Marketing and Communications, Jill Spivey was with PTCB when the organization offered one credential; now PTCB offers more than ten. She is proud to have guided the work that connects pharmacy technicians, educators, employers, regulators, and others to PTCB's expanded suite of credentials. In her tenure she also directed the organization's rebrand and new website.

Jill's expertise spans marketing, communications, and business development. In her previous role as Manager of Partnership Development at PTCB, she developed and maintained partnership programs with employers and educators of pharmacy technicians. Before joining PTCB in November 2011, Jill worked as an Account Executive at Zipcar and previously served as Regional Marketing Director for Gensler, a global architecture and design firm, where she was involved with garnering work with a broad range of clients, from Fortune 500 companies to small boutique companies.

Jill's first love is theater. Whether on stage in a show or developing content about the most recent PTCB update, she believes the most important factor to consider is the audience. PTCB is fortunate to have such a passionate, knowledgeable, and dedicated audience in the pharmacy community.