

## BETH BABEU KELLY

Beth Babeu Kelly is currently Senior Manager, Educational Programs, for the IEEE Educational Activities Board (EAB). In this capacity she is responsible for comprehensive product management of *IEEE Expert Now*, the new, highly innovative, on-line continuing education product line. In addition, Beth's group manages the IEEE Education Partners Program (EPP) an exclusive IEEE member education program which offers members discounts on on-line degree, certificate, and continuing education courses from some of the world's most prestigious education providers.

Beth started with the IEEE EAB in 1988 as the Coordinator of Video Tutorial programs. In 1994 she joined the Customer Service team as the Order Processing Manager and was integral to the IEEE transition from an IBM based order entry and inventory system to an Oracle application.

From 1998 through 2002 she served as a project manager in IEEE Marketing, Standards Association and Technical Activities, leading staff through many transitions, as the IEEE moved into the digital world of business applications. Beth was instrumental in the implementation of the first IEEE On-Line Catalog and Store, which changed the way the Institute did business and led to a new paradigm for product sales success

Beth's in-depth understanding of product development and delivery, along with her broad-based experience with all IEEE organizational units, makes her uniquely qualified to lead the EAB toward the development of new and innovative continuing education programs. Her team is working with Technical Activities and Regional Activities to identify opportunities for both members and institutions.

Beth has attended Bard College and Rutgers University and lives in East Brunswick N.J.