

# Spotlight Series

# FEBRUARY

Board Member

Craig Brodbeck

York Branch Manager



Craig Brodbeck is a Global Product Manager for Adhesives Research, located in Glen Rock, PA. During his career, Craig has launched more than 850 B2B products used in automation, energy, and infrastructure applications while overseeing the completion of over 300 new product development projects, earning two US patents.

In addition to an MBA, he holds certifications in product development, project management and Lean/Six Sigma, and has prior experience in sales, product marketing, and operations. Beyond volunteering with PMI®, Craig is also active in Toastmasters International.

### Why did you join the PMI® Keystone Chapter?

I've been a member of PMI® and the Keystone Chapter since 2007. I joined PMI® to learn more about the tools and techniques to improve project success. I've really enjoyed attending Keystone Chapter events over the years, meeting with members, instructors, and gaining additional knowledge about all aspects of project management.

### Why did you apply to volunteer on the board?

Debra Hanzlik has really done a great job running York programming over the past five years. Having dual hosts - York College in the Fall and Penn State York in the Spring - is a great asset for our meeting venue. I'm hoping to follow in Debra's steps by continuing to work with area members, educators, and instructors and bringing cutting edge project, program, and portfolio education to our York events.

### What benefits have you received from your involvement with the PMI® Keystone Chapter?

PMI® has paved the way to help me improve overall project performance, decrease budgets, and better meet timelines especially in times of uncertainty. Project management is evolving and PMI® has helped me stay ahead of the curve.

### What is one nugget of advice you have for our PMI® Keystone Chapter community?

No project is perfect. There are always lessons learned that can be applied to improve future endeavors. Keep learning by attending York events!

