

# Department Summaries



**TIM BROOKE, VICE PRESIDENT, LABORATORY SERVICES  
AND PRESIDENT, SAFETY EQUIPMENT INSTITUTE (SEI)**  
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Tim has worked at ASTM for 30 years, the first seven as manager, Standards Development, five years as director, and then four years as an assistant vice-president in Technical Committee Operations. In 2011, he assumed his current role, which includes responsibilities for: Training and eLearning, Multimedia, Proficiency Testing, the Cement and Concrete Reference Laboratory, and the Test Monitoring Center, an ASTM affiliate. In late 2019, Tim became president of another ASTM affiliate, the Safety Equipment Institute.

## **Cement and Concrete Reference Laboratory (CCRL)**

CCRL is committed to the improvement of testing in the Construction materials industry through laboratory assessment, proficiency samples, and instruction, guidance, and clarification of ASTM standards.

## **Multimedia**

The Multimedia department delivers high-quality, visually compelling technical and educational content that strengthens ASTM standards adoption and commercialization. Through production of digital media, the team supports ASTM's mission, global brand, and drives revenue via social media content, technical training videos, membership-centered communications, and product promotion.

## **Proficiency Testing Program (PTP)**

Proficiency testing programs are designed to provide companies with a statistical quality control tool that enables a laboratory to assess and compare its performance in conducting test methods in their laboratory with other participating laboratories worldwide.

## **Safety Equipment Institute (SEI)**

SEI is an affiliate of ASTM International that provides product certification programs for a broad range of personal protective equipment (PPE) products and administers other certification and verification programs outside the PPE space.

## **Test Monitoring Center (TMC)**

TMC is an affiliate of ASTM International that provides worldwide calibration services for over 50 ASTM test methods used to evaluate automotive lubricants. Reference oil distribution, test stand calibration, and laboratory inspections,

and product licensing services form the core of the TMC's mission under the Subcommittee on Automotive Lubricants (D02.B).

### **Live Training and OnDemand Solutions**

ASTM offers practical, hands-on training directly from the experts who write the standards. This training is available in a variety of formats including online self-guided learning, virtual training through webinars, and intensive in-person seminars. ●



### **HOWARD GILSON, VICE PRESIDENT, DIGITAL SERVICES** **hgilson@astm.org | tel +1.267.246.2646**

Howard joined ASTM in 2012. Since joining ASTM, he has been leading the development and delivery of ASTM's digital products and websites, significantly contributing to ASTM's mission objectives. Prior to joining ASTM, he held a variety of positions focusing on software architecture, research, development and delivery, sensor system engineering, program management, operations management, and financial administration. He received a bachelor's degree in computer science from Indiana University of Pennsylvania and holds an MBA in finance from LaSalle University.

### **Digital Services**

Digital Services play an important role in fulfilling ASTM's mission by building, managing, and supporting the technology that drives the organization. We develop and maintain both internal and customer-facing applications, delivering high-quality digital experiences across all business areas for both internal and external stakeholders.

### **The division is organized into six key functions**

1. IT Operations
2. Product Delivery
3. Architecture and Technical Innovation
4. Project Management Office (PMO)
5. Publishing and Content Delivery
6. Vendor Management

### **We are responsible for**

- Member-facing platforms like My Committees
- Customer solutions such as Compass and SpecBuilder
- Lab service applications including PTP 2.0 and CCRL LIP
- Publishing systems that support standards creation and delivery
- Staff tools for content creation, project management, ERP, CRM, and financial reporting

ASTM's technology stack includes custom-built software, off-the-shelf enterprise tools, cloud services, Software as a Service (SaaS), and ASTM-owned network, server, and device infrastructure. We also manage the systems used to develop, deploy, monitor, and support all ASTM applications. ●



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## **JEFF GROVE, VICE PRESIDENT, GLOBAL POLICY, COOPERATION AND COMMUNICATIONS**

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Jeff began working at ASTM in 2004 and in 2007 was promoted to vice president overseeing the ASTM offices in Washington and Brussels, as well as the Corporate Communications department at headquarters. His responsibilities include global public affairs and building strong awareness, recognition, and support for ASTM International. Jeff currently serves as an industry trade advisor to the United States Trade Representative on issues involving standards, regulations, and trade. Prior to ASTM, he served as staff director for a U.S. Congressional Committee focused on U.S. industrial competitiveness, manufacturing, and trade policy. Jeff has a bachelor's degree from the University of Wisconsin (La Crosse) and a master's degree in International Commercial Policy from George Mason University. He completed the 2002 Oxford Summer Residence Programme in Globalization and Trade at St. Peters College, University of Oxford, UK.

### **Brussels Office**

In 2013, ASTM International opened an Office of European Affairs in Brussels, Belgium. The primary function of the office is to engage in outreach and engagement activities that raise greater awareness of ASTM among European policy institutions, business and trade associations, environmental and consumer groups, and other significant European stakeholders.

### **Communications**

The communications department is responsible for telling ASTM's story, through the development and delivery of high-quality content that promotes ASTM's mission, brand, and activity. The team is responsible for social media, public and media relations, editorial content (including a digital and print *Standardization News* magazine, Standards Impact podcast, and several key newsletters), promotional material branding efforts, aspects of the ASTM public website, and much more. Working with several departments including marketing, graphics, and multimedia, the department crafts and amplifies ASTM's public-facing content.

### **DC Office**

In support of ASTM's mission and strategic objectives, the Washington, D.C. Office engages in numerous activities involving Federal legislation and regulations, international trade issues, and corporate outreach to industry and trade associations. Washington staff share information and contacts across the organization and work with other divisions to share the technical expertise of ASTM's technical committees with policymakers and the business community. The Washington office also leads on Canadian policy and trade issues.

### **Global Cooperation**

Global Cooperation extends ASTM's international reach and relevance, primarily but not exclusively, to transitioning economies through procedural and technical capacity building programs. Evolving from the keystone Memorandum of Understanding (MoU) Program to demonstrate compliance with the WTO/TBT's principle of "development dimension", today Global Cooperation collaborates with



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a diverse array of public and private sector organizations domestically, regionally, and internationally. As a result, ASTM's network and impact have increased.

Our initiatives benefit from insights gathered through consultants located in Latin America, the Middle East and Southeast Asia, the Policy Team, and other departments, enabling the delivery of capacity building that is based on ASTM's standards and related services in strategic sectors. ●



**BRIAN MEINCKE, VICE PRESIDENT, GLOBAL BUSINESS  
DEVELOPMENT AND INNOVATION STRATEGY**

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Brian joined the ASTM staff in March 2012. He is ASTM's vice president of global business development and innovation strategy and participates in setting ASTM's business strategy, assessing new business ventures, and works closely to align industry innovation with standardization. Brian previously served as senior director of membership development and membership marketing and industry outreach at the American National Standards Institute (ANSI), where he was responsible for the leadership, management, and marketing of the Institute's membership activities along with identifying and implementing key strategic alliances with industry associations and corporations. Brian brings over 25 years of experience in business development roles in organizations such as the U.S. Chamber of Commerce, the American Institute of Architects, and in the for-profit sector at Bentley Systems Incorporated.

**Global Business Development and Innovation Strategy**

ASTM's Global Business Development and Strategy Team is responsible for the identification and development of new business opportunities and ventures across ASTM's full spectrum of products and services. This multi-disciplined team creates and executes innovative, strategic organizational initiatives based on market trends, national/international priorities, emerging technologies, marketplace challenges, and innovation. The team builds, nurtures, and maintains strategic relationships with key external global stakeholders and provides an internal coordination role within the organization for key cross-divisional priority areas. Additionally, the division oversees the Global Advanced Manufacturing division and serves a support and service function for the other ASTM divisions as needed. ●



**STUART RADCLIFFE, VICE PRESIDENT, SALES & MARKETING**  
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Stuart has nearly 30 years of experience in the standards industry working for both a reseller (S&P Global, formally IHS) and a National Standards Body (British Standards Institution – BSI). The most recent 13 years have been in executive management, working as vice president, international business development for BSI and senior vice president, sales. Additionally, he worked at Pearson, running the US ELT business unit as vice president, sales and marketing. Stuart joined ASTM International in 2020 as director of international and enterprise sales, overseeing third-party content providers, the integrated services team, and developing the recently formed international partner revenue channel. In early 2022, he was appointed acting vice president, sales and marketing and the position became official that Spring.

**Inside Sales & Support & Warehouse**

The Inside Sales & Support (ISS) department is vital to ASTM's customer service, sales order processing, and support functions. Serving new and existing customers, ASTM members, PTP participants, and internal staff, ISS ensures smooth transactions, resolves escalations, and enhances service accessibility. The department has bilingual support and standardized communications. Utilizing platforms like Salesforce, Magento, and Oracle EBS, ISS streamlines operations, maintains customer relationships, and drives financial efficiency by improving order processing and reducing inefficiencies. ISS significantly impacts ASTM's financial health by ensuring efficient order processing, reducing transaction inefficiencies, and improving customer retention through responsive support. ISS fosters outreach through interdepartmental collaboration, customer feedback integration, and service enhancements. Outreach efforts include regular interdepartmental meetings with sales, membership, IT, and product management, fostering collaboration and ensuring alignment with organizational goals. Additionally, ISS collects and relays customer feedback to inform product enhancements, ultimately improving the customer experience.

Looking forward, the department aims to improve digital document accessibility, automate processes, and optimize system integrations to enhance efficiency. By prioritizing innovation and customer advocacy, ISS continues to evolve, strengthening ASTM's customer support and operational effectiveness.

**Managed Sales for Publications/Digital Library/Lab Service**

Drive revenue through ethical and professional account-level management of channels, including Publication Subscription, Proficiency Testing Program, Statistical Quality Control software, Reference Materials, Contract Training Courses, Specbuilder (online collaboration platform), and Royalty revenue from third-party sales of ASTM Publications.

**Marketing**

Sales and Marketing work closely together to increase sales of all ASTM products and services. Marketing manages lead generation efforts, primarily through email marketing, webinars, Google ads, and other digital efforts. Marketing supports



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sales with collateral and organizes and coordinates campaigns to nurture leads and help close sales.

### **Product Management**

This department serves to provide constituents (customers, members, and business stakeholders) with authoritative information products to enhance their use of standards and supportive tools in their businesses and institutions around the world. Product managers use well-defined product development, management, and life-cycle practices that enable ASTM to expand its leadership position in the standards community and broaden international use of ASTM's products and services while helping keep the Organization financially healthy and able to achieve its goals.

Products and platforms managed by this department include ASTM Compass®, [www.astm.org](http://www.astm.org), The ASTM Book of Standards, ASTM Digital Library, ASTM standards, translations, adjuncts, other SDO standards, software packages, and ASTM SpecBuilder. Further, the team is designing future product deliverables by deploying member, customer, and partner outreach to gain actionable intelligence for next-generation product. Current emphasis is on tools to better identify data in standards for digital engineering and testing enterprises.

### **Third Party Content & Integrated Services (3PC & INTS)**

The Third Party Content & Integrated Services department is responsible for the management of all incoming reseller royalties (approx. 120 accounts), outbound royalties for third-party content sold on ASTM Compass (9+ accounts), relationship management with our third-party content partners, relationship management with our White Label Compass tenant partners (4 accounts) and maintaining reseller contracts and up to date relations. This department operates within both domestic and international channels and works closely with the direct Sales team, Product Management, Marketing, ISS, Sales Solutions, Legal & Contracts, and Global Cooperation regularly. ●



### **MOHSEN SEIFI, Ph.D., VICE PRESIDENT, GLOBAL ADVANCED MANUFACTURING PROGRAMS**

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Mohsen joined ASTM in January of 2018 as director of global additive manufacturing programs. He was appointed vice president of global advanced manufacturing programs in May of 2022. Seifi is responsible for the Additive Manufacturing Center of Excellence (AM CoE), Wohlers Associates (ASTM's recent acquisition), and various advanced manufacturing-related programs while leading a team of technical experts in the field. In his role, he brings technical leadership to accelerate standardization activities across various ASTM advanced manufacturing related technical committees and builds new partnerships/initiatives. He is also responsible for the development of new AM standards-related programs and services within diverse ASTM portfolios. He has 12+ years of experience managing and prioritizing multiple programs in research/business environments, a strong technical/business development background, and has



conducted programs funded by government agencies. He has an appointment as an adjunct faculty member at Case Western Reserve University in Ohio, USA. He serves on several advisory boards supporting major advanced manufacturing programs.

### **AM Center of Excellence (COE)**

The ASTM International Additive Manufacturing Center of Excellence (AM CoE) brings together industry, government, and academia to optimize the AM R&D and standards development processes. By tightly coupling these processes, standards get into the hands of those who need them faster, drastically reducing AM time to market and increasing widespread adoption. The Center bridges standards development with R&D to better enable efficient development of standards, education, training, certification, and proficiency testing programs.

### **Global Advanced Manufacturing**

ASTM International's Global Advanced Manufacturing programs include the Additive Manufacturing Center of Excellence (AM CoE), Robotics and Autonomous Systems, and the annual International Conference on Advanced Manufacturing (ICAM). These programs work to advance the field of advanced manufacturing through research, standardization, and collaboration.

### **Singapore Office**

This office, established in 2020, serves as the base for several strategic initiatives. ASTM conducts outreach and engagement in Singapore and the other nine members of the Association of Southeast Asian Nations (ASEAN). Each of their national standards bodies is an MoU partner. Singapore is the hub for ASTM's additive manufacturing (AM) programs for the greater region, supporting strategic research and development to advance standards across all aspects of AM. Additionally, Singapore's National Additive Manufacturing Innovation Cluster (NAMIC) serves as a strategic partner for ASTM's Additive Manufacturing Center of Excellence (AM CoE).

### **UK office**

This office, established in 2024, serves as the base for several strategic initiatives. ASTM conducts outreach and engagement in the UK and the European nations. The UK is the hub for ASTM's additive manufacturing (AM) programs for the greater region, supporting strategic research and development to advance standards across all aspects of AM. Additionally, the UK's National Additive Manufacturing Center (NCAM) housed at the MTC, serves as a founding partner for ASTM's Additive Manufacturing Center of Excellence (AM CoE).

### **Wohlers Associates**

Wohlers Associates, powered by ASTM International, is an acquisition in 2021. The program is recognized worldwide as an objective source for technical and strategic consulting on new developments and trends in additive manufacturing. Wohlers Associates creates industry-leading market intelligence on additive manufacturing and helps companies in strategy, roadmapping, capability development, quality assurance, and much more. ●



**DAN SMITH, VICE PRESIDENT, TECHNICAL  
COMMITTEE OPERATIONS**

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Dan has worked at ASTM for over 30 years. He has spent his career at ASTM in Technical Committee Operations as a staff manager, director, assistant vice president, and now vice president of technical committee operations. The Division contains several departments including standards development, editorial, books and journals, membership, interlaboratory study programs, committee services, symposia, and meetings. Dan received an undergraduate degree in Commerce and Engineering with a concentration in Operations Management and an MBA from Drexel University in Philadelphia, Pennsylvania.

**Academic Outreach/Emerging Professionals Program**

The Academic team educates university students and faculty about the importance of standards through various initiatives including student chapters, scholarships, and efforts to incorporate standards curriculum in the classroom, to name a few. The objective of the Emerging Professionals program is to create a new opportunity with long-term benefits for new members who have demonstrated the potential to be industry and committee leaders and to ensure our technical committees remain vibrant with sufficient technical expertise to maintain and create new standards in the future.

**Books & Journals**

Our Books and Journals department works cooperatively with our Committee on Publications (COP) to further our 5 Journals and all other non-standards products (manuals, STP's, technical reports, etc.). Our transition to a new professional delivery platform, Silverchair, enhances discovery and usage of our content which will help with our Journal Impact Factors.

**Editorial**

The Editorial department ensures timely publication for approximately 3,000 standards per year. The team is responsible for many other functions including special editing projects and translations, to name a few.

**Interlaboratory Study Program (ILS)**

The Interlaboratory Study Program is provided at no cost as a benefit for all ASTM members to help them meet the precision statement requirements in ASTM test methods. These statements strengthen the quality of the standard test method and let users know that a test method has been laboratory tested.

**Meetings & Special Events**

The meetings team is responsible for contracting with hotels and coordinating all meeting needs for our 9 Committee Weeks and other meeting events while ensuring a positive experience for the members and attendees.

**Membership**

Our membership department is responsible for managing the yearly member renewal cycle, membership promotions, retention and assisting members



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with account inquiries. TCO is in the process of revamping our membership department to improve membership engagement and all aspects of the member experience.

### **Standards Development**

A team of about 30 directors, managers, and administrative assistants provide resources and guidance necessary to 147 technical committees ranging over 90 industry sectors in creating high-quality market-relevant standards. Our leadership in international standards development is driven by the contributions of our members: more than 30,000 of the world's top technical experts and business professionals representing 140 countries.

### **Symposia**

The team provides support to our technical committees that have a need for conducting events so members can present their research findings and exchange information in a formal setting. Symposia events often result in the publishing of papers in a Special Technical Publication (STP) or an ASTM Journal. ●



### **HEIDI K. TURLEY, CPA, VICE PRESIDENT, FINANCE AND ADMINISTRATION**

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Heidi has over 20 years of experience as a chief financial and operating officer and joined ASTM as vice president of finance and administration in 2020. Prior to joining ASTM, Heidi served as COO and CFO at membership-based organizations, leading the activities for the financial, technology, human resources, facilities, and customer service teams. Throughout her career, Heidi has excelled at empowering teams to accomplish objectives and further strategic initiatives. At ASTM, Heidi oversees the departments of finance and accounting, human resources, and building and grounds. Heidi is a member of the American Institute of CPAs and CFO Leadership Council. In 2013, she was selected by the Philadelphia Business Journal as a CFO of the Year Finalist – NonProfit category. Heidi holds a bachelor's degree from the University of Pittsburgh, completed her MBA in technology management, and continues to maintain an active CPA license.

### **Finance & Accounting**

The finance and accounting department collaborates with teams across the organization to produce accurate financial statements for ASTM and its related legal entities, both domestic and international, while also leading all aspects of budgeting and forecasting. The financial reports are shared with internal stakeholders, the F&A Committee, and the Board of Directors to support informed decision-making and ensure ASTM's financial well-being. Beyond financial reporting, the team monitors ASTM's investment portfolios, oversees insurance policies, ensures compliance with federal, state, and international tax and regulatory requirements, and plays an active role in due diligence for strategic business transactions. Additionally, the department actively participates in key business projects, providing financial insight and analysis to support



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organizational initiatives and long-term growth, along with numerous other critical functions essential to ASTM's operations.

### **Human Resources**

The human resources (HR) department manages employee-related functions, including recruitment, onboarding, and training. It oversees employee relations, benefits administration, performance management, and ensures compliance with labor laws. HR also supports organizational culture, workforce planning, and employee well-being to drive engagement and productivity.

### **Facilities**

The facilities team is responsible for the daily operations of ASTM's headquarters in West Conshohocken. The team oversees repairs, maintenance, space planning, and safety compliance to ensure a functional and safe workplace. Additionally, the department handles security, vendor management, and sustainability efforts to support efficient business operations. ●



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