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Barry Schwartz, Senior Vice President,
Advisory Services, BIA



“Few organizations have consistently invested in their people in the same way as BIA. By orders of magnitude, this investment pays dividends because it not only demonstrates loyalty, improves morale, and demonstrates faith in staff, it also creates a cohesive team capable of executing successfully on the most complex projects.”

Mike Quartararo, ACEDS President
and Professional Development

AMBITION & ACTION: A CASE FOR CLARITY AND CONSISTENCY

BARRY SCHWARTZ is an attorney and Senior Vice President of Advisory Services at BIA and has also earned the CEDS credential.

His decision to earn the certification was an obvious one. He saw it as a way to gain a baseline of knowledge he could apply to any matter.

“The CEDS program and certification process helped me gain a deeper knowledge of our discipline, and ongoing access to tools and resources keeps me better prepared and ready for any project.”

Schwartz sees the certification as a must-have for client-facing team members and BIA project managers.

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RESULTS: ACUMEN, ACCURACY AND PRODUCTIVITY DELIVER CLIENT VALUE

Schwartz says the CEDS certification ensures accuracy and speed which translates into cost control and productivity.

“Productivity is about doing more with the same resources, and that’s one of the benefits we gain with CEDS tools and best practices for project intake, kick-off and delivery,” Schwartz said. “This allows us to be more flexible with our fees.”

On the sales side, MacDonald emphasizes that the CEDS certification is even more than a selling point—it’s a deal closer.

“We’ve earned new business because of our CEDS certifications, and clients have told us so,” MacDonald said. “They can see that we invest more in training and education, and that investment pays off in faster decisions and happier clients.”

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