

# Jason William Parks

Experienced business, non-profit and education professional with twenty-year performance history in:

Executive Leadership & Coaching	Organizational Behavior & Systems
Marketing Strategies & Campaigns	Leadership & Professional Development
Corporate Communications	Higher Education Instruction & Adult Education
Speech Writing & Political Communication	Public Diplomacy & International Relations

## **EDUCATION & CERTIFICATIONS**

### **MASTER OF DIVINITY, 2012**

Rockbridge Seminary, Springfield, MO

### **MASTER OF BUSINESS ADMINISTRATION, 2007**

Liberty University, Lynchburg, VA

### **BACHELOR OF SCIENCE IN COMMUNICATION ARTS: PUBLIC COMMUNICATION, 2004**

University of North Alabama, Florence, AL

### **MAXWELL LEADERSHIP TEAM CERTIFIED DISC TRAINER, 2022**

John Maxwell Leadership Group, Duluth, GA

### **MAXWELL LEADERSHIP TEAM CERTIFIED COACH, SPEAKER & CONSULTANT, 2022**

John Maxwell Leadership Group, Duluth, GA

### **CERTIFIED MENTAL HEALTH COACH, 2021**

International Board of Christian Care, Forest, VA

### **ADDICTIONS & RECOVERY SPECIALIST, 2015**

International Board of Christian Care, Forest, VA

### **CERTIFIED ADVANCED HUMAN BEHAVIOR CONSULTANT, 2012**

Uniquely You, Inc., Blue Ridge, GA

### **BOARD CERTIFIED PASTORAL COUNSELOR, 2011**

International Board of Christian Care, Forest, VA

### **PREPARE ENRICH CERTIFIED FACILITATOR, 2009**

Prepare Enrich, Roseville, MN

## **PROFESSIONAL EXPERIENCE**

### **SENIOR PASTOR & CHIEF EXECUTIVE OFFICER**

#### **REFUGE CHURCH, HUNTSVILLE, AL — 2013 - PRESENT**

Senior Pastor & Chief Executive Officer of thriving multi-site church. Provide vision, spiritual leadership and executive leaders for the total church program including eleven staff members, team leaders, 300 + volunteers, and ministry college. Responsible for ensuring financial stewardship, regular biblical teaching (40-45 weeks a year), strategic communications,

international missions and community partnerships. Developed robust community outreach program including extreme bedroom makeovers for terminally ill children, large-scale food distribution ministry (1,000,000+ lbs of groceries distributed), free grocery markets, church campus for Alzheimer's patients and their families, multiple partnerships with local schools, and the Refuge Community Center. Lead global online ministry with over 23.7 million viewers in all 50 US states and over 120 countries.

**MANAGING PARTNER & PROFESSIONAL DEVELOPMENT TRAINER  
THE PARKS GROUP LLC — 2000 - PRESENT**

Provided over 2,100 engaging, effective and professional training programs for corporations, nonprofits, and government agencies helping employees develop in the areas of executive leadership, communicating with clarity & impact, conflict resolution, and negotiations. Developed fully customized training programs based on organizational needs.

**SUBJECT MATTER EXPERT: LEADERSHIP  
UNIVERSITY OF ALABAMA IN HUNTSVILLE, HUNTSVILLE, AL — 2021 - PRESENT**

Develop and teach customized training and non-credit courses for local corporations, industries, non-profits and open enrollment classes. Courses include Leadership for Emerging Managers, Coping with Change Fatigue, Leadership in Intergenerational Environments, Conflict Resolution, Communicating to Connect, REAL Leadership, and Leadership Gold.

**WORKFORCE DEVELOPMENT INSTRUCTOR  
CALHOUN COMMUNITY COLLEGE, DECATUR, AL — 2013 - 2018**

Developed and taught customized training and non-credit courses for local corporations, industries, non-profits and open enrollment classes. Courses include Advanced Leadership, Communications, Bridging the Generation Gap, Time Management, Human Resources, Conflict Resolution, and Employee Engagement. Corporations include General Electric, Electricfil, Steelcase, Custom Polymers, CSFCO, Federal Mogul, and Morgan County School System.

**BUSINESS & APPLIED THEOLOGY INSTRUCTOR  
HUNTSVILLE BIBLE COLLEGE, HUNTSVILLE, AL — 2013 - 2018**

Developed and taught courses in business management and theology. Applied active learning methods and utilized various instructional strategies. Assisted and advised students regarding curriculum and academic programs. Collaborated with Academic Dean to meet objectives and support institutional goals. Facilitated online courses.

**DIRECTOR OF MARKETING & PHYSICIAN RELATIONS  
REGIONAL SPINE & WRIST CENTERS; HUNTSVILLE, AL — 2008 - 2009**

Directed marketing and public relations program for regional healthcare facility. Active in fostering positive facility-physician relationships and communication. Proven ability to work effectively with physicians in a professional and collaborative manner. Instrumental in copywriting, editing, website management, and health education coordination. Served as the acting administrator of the facility in the absence of the managing partner.

**CHIEF COMPLIANCE OFFICER & DEPUTY ADMINISTRATOR  
ALABAMA PAIN CENTER; HUNTSVILLE, AL — 2007 - 2008**

Produced budgets, reports, analysis, and feedback requested in the efficient management of the organization. Created and maintained daily financial reporting matrix to track key financial indicators. Ensured compliance with and documentation of all standards required by HIPAA, OSHA, and the Centers for Medicare & Medicaid Services. Managed the development of new service areas including physical therapy, medical spa, and fibromyalgia center. Developed curriculum and presented appropriate training to new and existing employees concerning compliance, ethics, and workplace safety. Conducted regular internal audits of patient records

and safety procedures. Supervised 25 employees covering five administrative departments including billing & coding, marketing, front office operations, human resources, and accounting.

### **SENIOR SERVICES COORDINATOR**

#### **CRESTWOOD MEDICAL CENTER; HUNTSVILLE, AL — 2004 - 2007**

Managed daily operation of 1400 member hospital senior affinity program including development and implementation of programs designed to increase quality of life. Developed and supported marketing and public relations programs for multiple hospital service areas including Behavioral Health, Human Resources, Sleep Center, Physical Therapy and Executive Communications. Managed corporate employee communication programs including employee satisfaction focus groups and Healthcare Heroes program. Provided hospital-wide employee training in communications and guest relations. Coordinated and designed marketing collaterals including service area brochures, monthly employee newsletter, bi-monthly sixteen page senior magazine. Supervised a team of twelve office volunteers and twenty program volunteers. Advocated and represented hospital interests at community events, meetings, and through coordinated media relations efforts, including serving as spokesperson for print, radio, and television media. Served as assistant public information officers during emergency management activation.

### **COMMUNICATIONS COORDINATOR & SPEECH WRITER**

#### **ANALYTICAL SERVICES, INC; HUNTSVILLE, AL — 2004**

Coordinated and designed marketing collaterals including brochures, monthly employee newsletter, and promotional items. Led the organization's community relations program providing funds and volunteer support for United Way of Madison County, American Heart Association, Alzheimer's Association, and The Volunteer Center. Developed speeches and executive communications for the Senior Leadership Team including the CEO. Integral in the development and implementation of ASI's internal leadership development curriculum and programming. Represented the organization at regional trade shows and community events. Led the concept and development of employee recruitment materials for AMCOM.

### **ADDITIONAL EXPERIENCE**

Associate Pastor, Flint River Baptist Church, Hazel Green, AL, 2008-2013  
Office of Public Liaison, The White House, Washington DC, 2003  
Communications Coordinator, United Way of Northwest Alabama, Florence, AL, 2003  
Education Coordinator & Public Relations, Shoals Crisis Center, Florence, AL, 2002  
Office of Congressman Bud Cramer, Huntsville, AL, 2001

### **CIVIC INVOLVEMENT & MEMBERSHIPS**

Russell Brown Executive Leadership Finalist (2023)  
American Red Cross North Alabama Office Board Member (2022 - present)  
Huntsville Committee of 100 (2022 - present)  
Huntsville Rotary Club (2022 - present)  
Leadership Greater Huntsville Flagship Class 37 Steering Committee (2023-2024)  
Leadership Greater Huntsville Flagship Class 36 Day Chair (2022-2023)  
Leadership Greater Huntsville Flagship Class 35 (2021-2022)  
Association of Related Churches Church Planting Assessor (2021 - present)  
Lincoln County Board of Public Utilities Member - Mayor Appointed (2019 - 2022)  
LCDOE Strategic Planning Subcommittee Member (2017 - present)  
Guest Chaplain, Tennessee State Senate (February 2023)  
Guest Chaplain, Tennessee State Senate (April 2016)  
Guest Chaplain, Alabama House of Representatives (April 2015)  
Guest Chaplain, US House of Representatives (March 2014)  
Board Member, UCP of the Tennessee Valley (2016 - 2018)

Patient Care Committee & Chaplain, ALS Association of Alabama (2011 - 2016)  
EMS Advisory Board, Calhoun Community College (2011 - present)  
Advisory Council & Contributing Writer, All American Senior Magazine (2009 - present)  
Board of Trustees, Alpha Tau Omega Fraternity – UNA Chapter (2009 - 2013)  
Alzheimer's Association Mid South Chapter Board of Directors (2008)  
Huntsville / Madison County Leadership Connect Class 5 (2007)  
Nominee for Huntsville Young Professional of the Year (2007)  
Alzheimer's Association N Alabama Office, Advisory Council (2004 -2008), President (2007)  
American Red Cross Madison/Marshall Chapter, Youth Leadership Advisor (2004 – 2006)  
Medal of Honor, Governor of Alabama & Senior Citizen's Hall of Fame Commission (2005)  
United Way of Madison County, Company Campaign Coordinator & Volunteer (2004 -2006)  
Richard A. Ports Public Affairs Award (2003)