

Dr. Brian Spitsbergen, Ph.D.

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President

**Executive Leadership | Relationship Building | Strategic Planning | Institutional Advancement
Branding & Messaging | Marketing & Communications | Community Outreach & Engagement**

Let's foster excellence, inspire innovation, and seize opportunities to elevate our academic community.

Summary

Deeply passionate, innovative senior executive leader seeks long-term career with the **Michigan School of Psychology** as the **President**. Areas of expertise include stakeholder development, government relations, marketing, community outreach, storytelling, messaging, and public affairs. Signature strengths center around humanistic psychology, transformational leadership, coalition building, stakeholder relationships, strategic partnerships, educational advancement, staff relations, and human services.

Exceptionally positioned to grow our impact within the academic space, my goal is to contribute to the ongoing success of the **Michigan School of Psychology** and its board, staff, employees, and students.

Education

Oakland University – Ph.D. in Counseling/Education	2017
University of Detroit Mercy – Masters of Art – Counseling Community & Agency Counseling	2000

Professional Licensure & Certifications

Licensed Professional Counselor	2012
Certified Advanced Addictions Counselor	2011

Institutional Strengths

Program Development | Internal & External Communications | Relationship Building | Change Management
Strategic Planning & Execution | Program Management | Executive Leadership | Board Relations & Engagement
Public Speaking & Presenting | Student Relations | Human Services | Research | Mental Health Advocacy
Humanistic Psychology | Counseling | Couples Therapy | Hoarding | Substance Disorder | Addiction
Teaching & Instruction | Education | Training | Messaging & Branding | Storytelling

Government Relations

Stakeholder Engagement | Innovation & Vision | Marketing | Public Policy & Affairs | Policy Development & Change
Strategic Partnerships | Coalition Building | Diplomatic Relations | Workforce Development
Legislative Strategy & Influence

Career Highlights

- Invited by the Michigan House sub-committee on Behavioral Health to present on the talent gap and risk in behavioral health and substance use disorder, topics included:
 - Due to lack of upcoming undergraduate students, human services and psychology are under-promoted.
 - Field is over-regulated with lack of incentives.
 - Bill on limited license with lifetime supervision to be dissolved.

- Founded Michigan’s first recovery high school by developing local and regional stakeholders group of 50 members, including Wayne, Oakland, and Macomb County ISD’s.
 - Grove Works built recovery housing and IOP’s where the clients could live, work, and obtain treatment. Concept culminated from dissertation on youth substance abuse and addiction (early 20’s), gaps in addiction overdosing treatment, and back-end programming.
 - Partnered with St. Mary’s in establishing recovery coach programming.
 - Convinced community leaders to buy-in, show-up, and promote the school including hospital CEO’s, Public Safety Director, and donors in 2017 – 2018.
 - Developed 5 – 7 years of programming to be funded by the State of Michigan and launched opening in the winter of 2019 - 2020.
 - Programming was innovated to accommodate covid-19 pandemic regulations.
 - Throughout career, worked closely with elected officials and community leaders to develop relationships and create programming out of community and stakeholder engagement.
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Professional Experience

Michigan School of Psychology 2022 - Present

President

- Manages all operational leadership, financial management, student affairs, marketing, community outreach, government relations, and planning.
- Added full-time security officers, increased legal representation, and created two Vice President roles to ensure a clear distinction between operations and academics.
- Projected end of fiscal year 2024 with a surplus.
- Principal leader for development and implementation of strategic planning & collaboration with faculty, staff, board, and executive team.
- Provide ongoing administrative and academic support to students, faculty, and staff.
- Facilitated continuous communication with staff and pursued initiatives aimed at enhancing organizational culture.

Workit Health 2021 - 2022

Vice President – Substance Use Disorder & Behavioral Health

- Chief architect in development of contingency management program for stimulant use disorders.
- Principal leader for oversight of SUD/behavioral health accreditation management.
- Provide ongoing administrative and clinical support for current SUD and Behavioral Health initiatives.

Wellspring Lutheran Services 2019 - 2021

Director – Substance use disorder & Behavioral Health

- Chief architect in development of the State of Michigan’s first Recovery High School for adolescents in Southeast Michigan.
- Principal leader for development and implementation of SUD/behavioral health accreditation.
- Provide ongoing administrative and clinical support for current SUD and Behavioral Health initiatives.
- Key development leader for Statewide programs designed to improve outcomes for adolescents and seniors struggling with SUD/Behavioral Health concerns.

Growth Works Incorporated 1997 - 2015

Director of Community Relations 2015 - 2019

- Architect in the creation of the Rescue Recovery & Specialized Detoxification program.
- Included partnerships with healthcare, public safety, chief elected officials, State of Michigan, non-profits, and education) for residents in southeast Michigan.
- Currently recognized and funded at the State and County levels.

- Act as the principal agency leader in marketing and public relations activities to promote the mission and programs through media events, community forums, and educational opportunities to key stakeholders at the Local, County and State level.
- Established, managed, and executed leadership over a well-respected and recognized clinical program throughout the region for over 20 years.
- Maintain federal (SAMHSA), and State and County (DWMHA) contracts through oversight, proposal writing and procuring new financial opportunities as they arise.

Clinical Director

1999 - 2015

- Managed all aspects of agency oversight and care of 700 + clients annually.
- Conducted clinical and administrative meetings, staffing, counselor development, and evaluations.

Program Director – Community Based Services

1997 - 2015

- Advanced and implemented strategic program initiatives that increased utilization of community based behavioral health programs by more than 50%.
 - Increased geographic footprint by recruiting, securing, and managing new projects in counties outside of the agency’s traditional catchment area.
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Research Interests

Prescription & Opioid Use Disorders

2018

- Young Adults ages 18-25
- Addictions Treatment
- Trauma-Informed Interventions
- Return on Investment – Opioid Use Disorder Program Innovation

Family Based Treatments for Substance Use Disorders

2017

Teaching Experience

- Adjunct Professor – Addiction Studies (Beal University)
- Teaching Assistant - Family Theories - (Oakland University)
- Instructor Training Program – Motivational Interviewing - (Washtenaw Community College)
- Guest Lecturer – Treatment of Addictions – (University of Michigan - Social Work)
- Guest Lecturer – Treatment of Addictions – (Wayne State University – Psychiatric)
- Guest Lecturer – SUD Organizational Development – (Oakland University)

Other Relevant Interests

- Addiction and the Social Environment & Access to Care
 - Outcome Based Research
 - Relationship/Capacity Building
 - Organizational Consultation
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Research Experience

Principal Investigator

2018

*Analysis of Peer Recovery Coaching from Detoxification to Post Care. **In Process***

Principal Investigator

2018

*Family Based Treatments for Substance Use Disorders. **In Process***

Principal Investigator

2016

*Drug of Choice and Other Explanatory Factors in Young Adults’ Understandings of Adolescent Addiction and Recovery Experiences: **Oakland University, Counselor Education Department – Dissertation.***

Community Boards & Affiliations

Michigan School of Psychology (Trustee/Vice Chair)

2017 – 2022

The Michigan School of Psychology (MSP) is an independent not-for-profit graduate school offering a Master of Arts in Clinical Psychology and a Doctorate in Clinical Psychology.

Farmington/Farmington Hills Youth/Family Commission (board member)

2016 - Present

City appointed commission focused on developing and implementing community-based prevention, intervention, and treatment initiatives to improve the behavioral health of the community(s).

Community Hate Crimes Coalition (board member)

2011 - 2019

The coalition was organized in response to addressing and reducing incidents related to discriminatory practices and issues of race in Canton Township. The coalition successfully launched the nationally recognized “Not In Our Town” campaign in 2015, which received the national Gold status for its efforts.

Redford Youth/Family Commission (board member)

2010 – 2019

Township appointed commission focused on developing and implementing community-based prevention, intervention, and treatment initiatives to improve the behavioral health of the community.

Livonia Save Our Youth Coalition (member)

2011- present

The coalition organized in response to increasing opioid-related deaths in the City of Livonia. The coalition has successfully launched several local and regional initiatives that address opioid use disorders, addiction treatment, and public health awareness in the local business community.

Friends of Ron Harrison Committee (board member)

2009 - 2016

The posthumous board was created in the name of a well-known regional community organizer of substance use disorder treatment initiatives in Washtenaw County. The board’s mission is to develop and implement opportunities for youth and families of substance abusers in Washtenaw County to receive additional support for treatment

Resources for Assisting Community Youth (board chair)

1997 - 2011

Community substance abuse task force was created to implement and monitor prevention programs in Southwest Wayne County. Successfully executed several prevention-based initiatives including a 3-year Federal OJJDP Grant from 2008-2011. Responsible for the oversight of the School Resource Officers for the local school district

Publications

Textbook

Swidan, S. & Bennett, M. (2021) *Advanced Therapeutics in Pain Medicine*. Spitsbergen, B. (Chapter 22). *Developing Education and Treatment Protocols for Substance Use Disorders that are Socially Responsible, Accountable, and Integrated*

Recent Conference Presentations

- Spitsbergen, B. (2022). *Anxiety, Substance Use Disorders and Youth – Impact of Vaping of Adolescents* - Presented at the Association of Prevention Networks, Oakland University, Rochester Hills, MI.
- Spitsbergen, B. (2022). *Integrated Health Care First Responders & the Psychology of Anxiety – Challenges and Opportunities* - Presented at the Greater Detroit Area Regional Chamber of Conference Honoring Health Care Heroes, Detroit, MI.
- Spitsbergen, B. (2019). *Michigan’s First Recovery High School – Challenges and Opportunities* - Presented at the State of Michigan Community Mental Health Spring Conference, Novi, MI.

- Spitsbergen, B. (2018). *Examining Initial Outcomes of Peer Coaching/Specialized Detoxification Program – Developing a Research Based Curriculum for Integrated Care* - Presented at the State of Michigan 19th Annual Substance Use Disorder/Co-Occurring Disorder Conference, Grand Rapids, MI.
 - Spitsbergen, B. (2018). *Development of Specialized Detoxification Protocol*. Educating First Responders to Access to Care - Presented at the Greater Detroit Area Health Council Spring Opioid Conference, Livonia, MI.
 - Spitsbergen, B. (2018). *Outcome Based Specialized Withdrawal Management - A Pilot Study* – Building upon progress of ANGEL to connect Health Care Providers in developing specialized treatments for withdrawal - Presented at the Michigan Association Treatment Court Professionals, Lansing, MI.
 - Spitsbergen, B. (2017). *Outcome Based Specialized Withdrawal Management - A Pilot Study* – Building upon progress of ANGEL to connect Health Care Providers in developing specialized treatments for withdrawal - Presented at the State of Michigan 18th Annual Substance Use Disorder/Co-Occurring Disorder Conference, Lansing, MI.
 - Spitsbergen, B. (2017). *Managing Uncertainty: How to fight the opioid crisis* – How the State of Michigan and experts are fighting the crisis now and what they hope will be done in the future - Presented at Crain’s Health Care Leadership Summit, Detroit, MI.
 - Spitsbergen, B. (2017). *Addiction 101 for Young People – What to Know and What to Do*. Understanding Addiction, Progression and Recovery in the Prescription Age -Presented at the Michigan Association of CMH Boards Annual Winter Conference, Grand Rapids, MI.
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Community Presentations

- Spitsbergen, B. (2014 – present). *Addiction – What to Know and What to Do*. Understanding Addiction, Progression and Recovery –Weekly presentation to the community conducted at St. Mary Hospital, Livonia, MI.
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Executive Leadership Experience

Systems Level Affiliations	Established
Michigan Public Health Institute (MPHI)	2016
St. Mary/Trinity Health System	2014
Conference of Western Wayne	2000
Detroit Wayne Integrated Health Network	2000
Public Safety Affiliations	
Livonia Police Department	2015
Westland Police Department	2015
Farmington/Hills Police Department	2012
Northville City/Township Police & Fire Department	2001
Redford Township Police Department	2000
16th, 17th, 18th, 19th, 29th, 34th, 35th District Courts	1997
Canton Police & Fire Department	1996
Van Buren Police Department	1996
Public Education Affiliations	
Farmington Public Schools	2022
Livonia Public Schools	2007
Northville Public Schools	2005
South Redford Public Schools	2000
Redford Union Public Schools	2000
Van Buren Public Schools	1996
Plymouth Canton Community Schools	1995

Community Organizations

Chambers of Commerce: Livonia, West Bloomfield, Southfield, Novi, Farmington/Hills	2024
Plymouth Rotary Club	2018
USA Hockey Development Program	2009 - 2015
Detroit Wayne Substance Abuse Providers	2015
Canton Chamber of Commerce	1999

Media Events

Crain's Behavioral Health Roundtable	2019
Western Wayne Rescue Recovery Press Conference	2018
DWMHA Commercial Network TV Commercial (opioid)	2018
Radio Interview (Crain's – Opioid WJR)	2018
Radio Interview (SUD Treatment)	2018
Network TV interview – Opioid Crisis	2017
Network TV Spotlight – Adolescent Recovery & Treatment	2014