



ADVANCING STANDARDS
TRANSFORMING MARKETS

Senior Staff



ANDREW G. KIRETA JR., PRESIDENT
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Andy Kireta was appointed President of ASTM International in May 2024 and most recently served as president & CEO of the Copper Development Association (CDA). As CDA president, Andy led a staff team in developing and enacting strategic market, regulatory, education, advocacy, and research programs across the breadth of copper and copper alloy application areas, including piping, architectural, and electrical building construction systems; industrial products; sustainable energy applications; electric vehicles and systems; antimicrobial touch surfaces; and others. Andy has been a member of ASTM since 1998 and served on the ASTM board from 2014-2022, serving as Chair of the Finance and Audit Committee, Vice Chair, and Chair of the Board. He also served as Vice Chair and Chair of the SEI Board. Andy holds a bachelor's degree in mechanical engineering from Purdue University. ●



**TIM BROOKE, VICE PRESIDENT, LABORATORY SERVICES
AND PRESIDENT, SAFETY EQUIPMENT INSTITUTE (SEI)**
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Tim has worked at ASTM for 27 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, 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. ●



TERESA CENDROWSKA, VICE PRESIDENT, GLOBAL COOPERATION
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Teresa joined ASTM in 1989 and managed various technical committees before becoming the director – External Relations. Named vice president of Global Cooperation in 2007, her responsibilities include oversight of ASTM's relationships with more than 115 national and regional standards bodies, mostly in developing nations. In this position, she is responsible for directing capacity building for these partners, securing and managing financial and in-kind partnerships to support ASTM International's global outreach, and facilitating the development and implementation of ASTM's strategies for MoU-rich regions.

Teresa currently serves on the International Policy Advisory Group of the American National Standards Institute and is a member of the Council for Engineering and Scientific Society Executives. Her undergraduate degree is in industrial engineering and she holds an MBA. ●



HOWARD GILSON, VICE PRESIDENT, DIGITAL SERVICES
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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. ●



**JEFF GROVE, VICE PRESIDENT, GLOBAL POLICY,
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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. ●



**BRIAN MEINCKE, VICE PRESIDENT, GLOBAL BUSINESS DEVELOPMENT
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Brian Meincke 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. ●



TOM O'BRIEN, VICE PRESIDENT AND GENERAL COUNSEL
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Tom has served as ASTM International's outside counsel since 1997 and joined the staff in 2003. Tom also oversees Human Resources. ●



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. On 14 March 2022, he was appointed acting vice president, Sales and Marketing and the position became official in the Spring of 2022. ●



MOHSEN SEIFI, Ph.D., VICE PRESIDENT OF GLOBAL ADVANCED MANUFACTURING PROGRAMS
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Mohsen Seifi 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 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. ●



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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. ●



**HEIDI K. TURLEY, CPA, VICE PRESIDENT, FINANCE
AND ADMINISTRATION**
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Heidi Turley joined the ASTM staff as vice president of finance and administration in 2020. Heidi was formerly with the Risk Management Association, where she served as chief operating officer and chief financial officer, leading the activities for the financial, technology, human resources, facilities, production, and customer care teams. Throughout her career, Heidi has empowered teams to accomplish objectives and further strategic initiatives. She oversees the departments of finance and accounting, human resources, and building grounds

Heidi is a member of the American Institute of CPAs, Pennsylvania Institute of CPAs, American Society of Association Executives, and serves as a Steering Committee Member for the CFO Leadership Council - Philadelphia Chapter. In 2013, she was selected by the Philadelphia Business Journal as a CFO of the Year Finalist – NonProfit category. ●