Get to Know the Board

Mark Bertler, CAE

Public Member of the HPCC Board

My career has spanned over 40 years of service in public health, human services and non-profit management.

I have had the opportunity to serve in both board and staff leadership positions in a variety of organizations.

While still in college, I began my career as a community organizer in Oakland County, Michigan developing youth recreation programs, crisis centers, free clinics and programs for runaway and homeless youth. My interest in public policy eventually took me to the state capitol in Lansing where I became the first lobbyist for the state network of Planned Parenthood affiliates and then served as the first Executive Director of the Michigan Association for Local Public Health representing Michigan’s network of local public health departments where, among other projects, I participated in the development of one of the nation’s first local public health accreditation programs.

My national activities have included work with the American Society of Association Executives, Public Health Informatics Institute, the National Association of Local Boards of Health and the National Association of County and City Health Officials where I was the first chair of the Public Health Marketing Strategic Direction Team.

My most recent position was as CEO of Public Health Foundation Enterprises where I updated and improved the organizations internal policies, information technology infrastructure and vendor and contracting practices while managing an annual budget of $130 million and a staff of 1,200 across over 200 programs.

I am also active with the California Society of Association Executives where I am a current member and Past Chair of the Legislative Committee and currently serve as a subject matter expert and mentor for the governance, advocacy and public policy portions of the Certified Association Executive, (CAE), credentialing exam.

I continue to serve as a mentor, coach and guide for a variety of professionals and organizations.

A firm believer in community service, I chaired the Citizen Participation Advisory Board overseeing the Community Development Block Grant in my former hometown of Huntington Beach, California.

My key areas of interest and expertise include developing operational frameworks, board governance, leading high performing teams, promoting professional development and continuing education, improving information technology and nonprofit advocacy.

My interest in HPCC comes from my positive experiences working with nurses, accreditation and credentialing programs and the outstanding support my family and I received from my hospice provider during my late wife’s terminal illness.

I have two adult sons and currently reside in Los Angeles, California.