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Interview with Elisabeth Kranson

Newly Appointed Director of Certification at the New York Certification Board



A native of California, who also boasts Swedish ancestry, Elisabeth came to New York state as the mother of two young children, now teenagers preparing for college life. Experienced in advertising in the competitive markets of Los Angeles and San Francisco, Elisabeth settled in the capital district in 2012. She joined ASAP in 2015, assisting ASAP Executive Director, John Coppola, as well as organizing several successful conferences for the New York Society of Addiction Medicine.

Elisabeth was appointed NYCB Certification Coordinator a year later. In this role, she was responsible for reviewing all certification applications, providing customer service, maintaining records, processing payments, and generally ensuring smooth passage for candidates through the review/approval process.

Elisabeth holds a BA in Business/Economics from the University of California, Santa Barbara. She is currently completing studies as an Institute for Credential Excellence (ICE) Certified Credentialing Specialist.

Congratulations on your appointment, Elisabeth!

Thank you. I am excited to take on this challenge with the support of my colleagues. It's been very humbling to feel the overwhelming support I have received since taking on this role.

What's been your biggest surprise in this field?

Definitely the people. I have never worked in a field filled with so many dedicated, passionate, and inspirational people. I have heard so many stories from colleagues and applicants about the challenges people have experienced with addiction, and I'm truly inspired by them every day.

What's the biggest challenge in your role?

I think the biggest challenge will be juggling all of the work. We are a small team, but we manage to accomplish a lot. That challenge was there in abundance as the Certification Coordinator, and I don't see it going away.

I am hoping to streamline the process as much as possible. We are off to a good start with the Training Approval Program. We will be switching to Certemy, a customer data management system, by the end of the year, which will make the application process much easier for candidates.

What's your message for existing and prospective certificants?

The NYCB team of Cathie, Doug, Ruth, and myself are here to help. We are working from home at the moment, but we haven't missed a beat so far. We are doing our best to maintain our excellent level of customer service, to help people through each step of the certification process.

How do you relax and unwind?

I am a single mom with two teenagers, who are the only people I could have ever quarantined with. My absolute favorite thing to do is to travel with them, which doesn't get to happen now. So far, we have visited 12 states up and down the East Coast. We have also been lucky enough to make it to Europe a few times, which included introducing my kids to our enormous Swedish family. I love showing them new places, eating new foods, learning about local history and culture, and just spending time together. On an average weekend, however, you can find me out on one of the many local hiking trails with my dog Shadow.

