

Executive Leadership Profile

Visionary and dynamic professional with extensive experience creating and developing behavioral health curriculum, academic and certificate programs, classroom management, and essential executive functions related to institutional performance and non-profit initiatives across diverse sectors.

Innovative leader with a proven track record of surpassing expectations and driving organizational growth through strategic leadership and tactical implementation. Creator of transformative programming for addiction recovery, with deep expertise in research and evidence-based approaches. Skilled in fostering a strong DEI culture, enhancing processes, and shaping positive organizational environments. Instrumental in developing, training, and leading cross-functional teams to accomplish key objectives. Adept at curriculum development, program creation, budget management, and revenue generation, while delivering robust solutions for complex challenges. Known for optimizing operational efficiency and profitability. An exceptional communicator with expertise in delivering impactful presentations and building strong relationships with executive leadership, clients, key stakeholders, and diverse teams.

Areas of Expertise

- Administrative/Business Management
- Addiction Research
- Project Management
- Program Creation and Development
- Career-Ready Education
- Public Speaking
- Organizational Transformation
- Team Leadership & Training
- Market Research & Analysis
- Classroom Management
- Entrepreneurial Innovation
- Qualitative Research
- Communication Strategies
- Strategic Planning
- Revenue Generation & Growth
- Budgetary Development
- Grant Writing

Education

Doctor of Philosophy in Business Management

Campbellsville University (2022)

Master of Theology

Campbellsville University (2018)

Bachelor of Arts in Psychology and Spanish

Tusculum University (2000)

Certificates and Licenses

Project Management Essentials Certification

The Management and Strategy Institute

Understanding Psilocybin: Effects, Neurobiology, and Therapeutic Approaches

Psychedelic Support

Licensed Pastoral Ministry

United Methodist Church

Ananda Course in Meditation

Ananda Worldwide

Career Experience

Center for Trait-Based Transformation Founder and CEO

May 2023- Present

As the Founder and CEO of the Center for Trait-Based Transformation, I have spearheaded the development of innovative, strength-based programs that drive personal and leadership growth. Through strategic leadership, I have successfully implemented evidence-based solutions that empower individuals and organizations to harness their traits for transformative change. My focus on cultivating a culture of excellence, managing cross-functional teams, and optimizing operational efficiency has led to high levels of engagement and sustainable success.

- Developed and launched transformative Trait-Based programs for personal and organizational growth.
- Led the creation and implementation of evidence-based solutions that deliver measurable outcomes.
- Guided cross-functional teams to achieve key objectives and drive program innovation.
- Enhanced operational efficiency and sustainability through optimized systems and resource management.
- Cultivated a strong culture of excellence, leading to improved engagement and client retention.

Hometown Health System Vice President of Research and Development

May 2023- November 2024

Lead the research and development initiatives for Hometown Health System, a leading healthcare organization dedicated to providing comprehensive healthcare services to the community and initiating holistic healthcare reform for addiction treatment. Spearheaded strategic planning and execution of research projects aimed at enhancing healthcare delivery, improving patient outcomes, and addressing community health needs.

- Collaborate with interdisciplinary teams to identify research priorities, develop research proposals, and secure funding from governmental agencies, private foundations, and corporate sponsors.
- Oversee the implementation of research protocols, ensuring compliance with ethical standards, regulatory requirements, and institutional policies.
- Foster partnerships with academic institutions, and industry stakeholders, to leverage resources, expertise, and infrastructure for research endeavors.
- Provide leadership and mentorship to research staff, fostering a culture of excellence, integrity, and continuous learning within the research and development department.

Campbellsville University Executive Director of Workforce Education

July 2016 – May 2023

Lead initiative to create, expand and sustain various workforce certificate programs while assembling and managing a talented team to manage their implementation and delivery. Liaise with local leaders and industry partners to support CU Technology Training Center in oversight and direction of 20+ programs across multiple locations by identifying and accomplishing key objectives. Provide active assistance in establishment of several regional academic centers, including student-led community service projects and the creation of online certificate learning opportunities.

- Launched several new career-ready educational programs, including welding technology, pipe welding, HVAC-Technology, plumbing, esthetics, limited x-ray technology, and barbering in partnership with academic and professional consultants.
- Drove 1,125% growth in enrollment of CU technology training center through deployment of effective strategies.
- Maximized certificate programs from three to 14 and expanded locations from two to nine by serving as Executive Director.
- Developed strong rapport with program directors, while providing transformative leadership within organization.
- Enrolled 500+ students by creating CU Expand (online programs of 20+ professional certificates).

- Led a dynamic and distinguished team in the creation, development, and implementation of student engagement and retention strategies which resulted in record-high enrollment for the university.

Campbellsville University

March 2022 – Present

Assistant Professor of Business

Serve as faculty member in the School of Business, Economics, and Technology. Facilitate instruction of several graduate and undergraduate business administration and management courses across a diverse student demographic. Develop curriculum which includes practical and theoretical learning outcomes which are supported and measured through integrative assessments and strategic planning. Class sizes range from less than 10 to more than 50 and include in depth discussion to encourage creative learning and development. Proficient management of online platform instruction, including various types of software such as Moodle and Blackboard. Deliver weekly lectures which include dynamic illustrations and participative engagement with students. Collaborating with the office of Academic Affairs to enhance existing syllabi through the successful development of classroom protocols, objectives, and assignments. Advance conceptual learning through a pedagogical approach which encourages creative problem solving and learning application.

- Utilize various technological modalities which create an environment conducive to learning.
- Interact with students to assess educational goals and areas of academic progress.
- Advance understanding through a range of in-person and virtual exercises and discussions.
- Mentor students to assist in achieving educational goals and provide direction for lifelong learning.
- Support graduate students in MBA, MSITM and MML academic progress.

Isaiah House

April 2013 – May 2016

Public Relations Director

Headed multi-disciplinary group in management of fundraising and community projects within wide range of religious, industrial, social, and private sectors to support nonprofit's activities to combat alcohol and drug abuse. Interacted with multiple community forums, task force groups, public events, and local churches to promote treatment. Assisted center in obtaining Joint Commission accreditation through team collaboration and standardized procedures development. Promoted organization through public engagement and instilled major increase in credibility and investment to cause, while appearing on several newscasts, including a CDC documentary. Participated in two Kentucky senate subcommittees as advocate for residential treatment initiatives.

- Aided in establishment of "Hope Network", a group of spiritual leaders dedicated to providing treatment vouchers, funding, prevention programs, and transitional housing.
- Increased community investment through implementation of robust social media strategy for initiation and execution of web-based marketing campaigns.
- Facilitated organization in attaining over \$1.2M in public and private donations from 2014 to 2016.
- Appeared as guest speaker at over 200 events in Kentucky from 2013 to 2016.

Rolls-Royce Corporation

January 2001 – February 2013

Logistics Supervisor

- Instituted domestic and international routing procedures by identifying and selecting most cost effective and dependable methods of transportation; excelled in developing customer relations with personable communication skills; greatly reduced expenditures and unnecessary costs while at the same time increasing acceptable and rapid delivery times
- Provided management and leadership to over 250 employees which were responsible for pickup, delivery, and warehousing of Rolls-Royce freight
- Also, with the use of a web-based transportation tool (Matrix); provided a real-time executable link for Rolls-Royce UK & RR Germany and our trading partners

Awards

- **2024 Burns Brady Innovator of the Year Award** – Young People in Recovery (YPR) and PAR, Louisville, KY
- **MVP** – Men’s Tennis, 1999, Tusculum University
- **Roop Award** – Annual award given to player that puts team first, in my honor, Tusculum University
- **Dean’s List** – 2018–2022, Campbellsville University

Academic and Professional Roles

- **Dissertation Chair – Alvernia University (2024-Present)**
Mentoring a doctoral candidate through the dissertation process, focusing on research design, evidence-based methodologies, and theoretical frameworks.
- **Commission Member** - Kentucky Opioid Abatement Commission (2022–Present)

Additional Experience and Nominations

Citation of Appreciation, Kentucky House of Representatives (2023)

Presidential Candidate, 2021 Campbellsville University Nationwide Search

Leadership and Curriculum Consultant, The University of Tennessee (2020-Present)

Logistics Supervisor, Rolls-Royce Corporation Indianapolis, IN (2004-2011)

Spanish Instructor, Lincoln Memorial University, Upward Bound, Harrogate TN (2001-2003)

Publications and Media

- **‘Former addict launches program in Kentucky to help others find sobriety’** – WLEX, News 18. Lexington, KY. <https://www.lex18.com/community/heroes-among-us/former-addict-launches-program-in-kentucky-to-help-others-find-sobriety>
- **‘Harbor House implementing revolutionary program for people in addiction.’** – News 14, Evansville, In. <https://www.14news.com/2023/12/15/harbor-house-implementing-revolutionary-program-people-addiction/>
- **Escaping Addiction: Jason Roop Discovers Traits of Dependence”** – *Central Kentucky News Journal*, April 13, 2023. https://www.pmg-ky2.com/cknj/news/escaping-addiction-jason-roop-discovers-traits-of-dependence/article_b4df4284-975f-5f88-bfb8-f8cc8df8bdd7.html#tncms-source=login
- **“Unexpected Heroes: How People in Addiction Recovery can help Solve the Crisis of the Great Resignation.”** – *Journal of Business and Management Studies*, August 2022. <https://al-kindipublisher.com/index.php/jbms/article/view/3831>
- **“Addiction and Leadership: How Authentic and Transformative Leaders are Emerging from the Adversity of Substance Use Disorder”** – *Journal of Addiction Research and Therapy*, June 2022. <https://www.addictiontherjournal.com/articles/jatr-aid1022.pdf>

- “A Qualitative Study on the Leadership Traits of People with Substance Use Disorder – *Pro Quest*, June 2022. <https://www.proquest.com/openview/4575e114f0bc49b79f696ed8ce162051/1?pq-origsite=gscholar&cbl=18750&diss=y>
- “Roop appointed to Kentucky Opioid Abatement Commission” – *Columbia Magazine*, August 2022. <http://www.columbiamagazine.com/index.php?sid=123163>
- “Roop shares hope of recovery from drug addiction” – *The Campbellsvillian*, Vol. 20, Fall 2022. <https://www.campbellsville.edu/alumni/campbellsvillian/>
- “Kentucky Opioid Advisory Committee to Oversee Opioid Settlement Money” – *WCHS*, September 28, 2022. <https://wchstv.com/news/local/member-of-ky-opioid-abatement-advisory-commission-was-once-addicted-to-drugs>

Presentations

- ‘Starting from Strength: How Prevention is Empowered through Trait Discovery and Development’ – *2025 Joint Meeting on Youth Prevention, Treatment, and Recovery*. March 18th, 2025
- ‘Starting from Strength: How the Trait-Based Model is Revolutionizing Recovery Across the Nation.’ – *2025 National Conference on Addiction Recovery Science* – Harvard University – April 23, 2025
- ‘Starting from Strength: Empowering Students through Trait-Based Recovery and Leadership Development’ – *2025 Collegiate Recovery Programs Conference*, June 16th, 2025
- ‘Trait-Based Effectiveness for Mental Health Outcomes’ – *2025 American Psychological Association annual conference*, August 8th, 2025
- ‘Starting from Strength: How Personality and Character Traits can Empower and Enhance Prevention Outcomes’ – *Kentucky Prevention Conference*, September 30th, 2024
- ‘Whole Person Care: Bringing Leading Industry Healthcare Services Closer to Home for Rural Kentuckians’ – *Kentuckiana Health Collaborative 10th Annual Conference*, Louisville, KY Sept. 18th 2024
- ‘Empowering Recovery: How the Trait-Based Model of Recovery is Revolutionizing Addiction Treatment’ *10th Annual Addiction and Leadership Conference*, Sacramento, CA, May 8th, 2024
- ‘Starting from Strength: How Understanding and Following Personality and Character Traits can Impact Addiction Treatment’ – *West Coast Symposium*, Palm Springs, CA, May 30th 2024.
- ‘Starting from Strength: Building upon the Leadership Traits found in Addiction’ – *Rocky Mountain Symposium*, Denver, CO, August 14th 2024.

- **‘How the Trait-Based Model of Recovery is Impacting Addiction Treatment’** – *Cape Cod Symposium*, August 2023.
- **‘Incorporating Entrepreneurial Opportunities and Leadership Development as Effective Models of Treatment’** – *5th Annual Kentucky Recovery in the Workplace Conference*, Lexington, KY March 28th, 2023, <https://www.youtube.com/watch?v=DtxPge3DMqk&t=182s>
- **‘Addiction and Leadership: How Authentic and Transformative Leaders are Emerging from the Crisis of Substance Use Disorder’** – *National RX and Illicit Drug Summit*, Atlanta, GA, April 12th, 2023. <https://www.rx-summit.com/>
- **‘Addiction and Transformation: How a Trait-Based Model for Recovery can Improve Outcomes’** – *Cape Cod Symposium*, Cape Cod, MA, September 8th, 2023 <https://www.capecodsymposium.com>
- **‘Addiction and Leadership: How Authentic and Transformative Leaders are Emerging from the Crisis of Substance Use Disorder’** – *East Coast Symposium*, Ponte Vedra Beach, FL, November 8th 2023 <https://www.eastcoastsymposium.com>
- **‘Addiction and Leadership: How Authentic and Transformative Leaders are Emerging from the Crisis of Substance Use Disorder’** – *National RX and Illicit Drug Summit*, Atlanta, GA, April 12th, 2023. <https://www.rx-summit.com/>
- **‘Combating OUD Stigma in the Workplace and Cultivating Transformative Leaders’** – UNSHAME Kentucky, Shatterproof Organization. September 29, 2022. <https://www.youtube.com/watch?v=NhcMSqnF8dE>
- **‘Addiction and Leadership: How Transformative Leaders are emerging from the Adversity of Substance Use Disorder’** – *11th Annual World Congress on Addiction and Addictive Disorders and Addiction Therapy*. London, England. September 12th, 2022. <https://addictioncongress.psychiatryconferences.com>
- **‘Hidden Treasures: The Leadership Traits found in Addiction.’** – The University of Tennessee-Knoxville, Naifeh Center for Effective Leadership (July 17th, 2021) <https://www.youtube.com/watch?v=EH7fJ-oeISc>
- **‘Growing through Adversity: How Traumatic Events Can Lead to Positive Change’** – The University of Tennessee-Knoxville, Naifeh Center of Effective Leadership. September 16th, 2021 <https://www.youtube.com/watch?v=f6zcOmIYSEQ>
- **‘A Qualitative Study on the Leadership Traits found in Addiction’** – Kentucky Chamber of Commerce, Recovery in the Workplace Conference. (June 6th, 2021) <https://www.youtube.com/watch?v=aqiJAJ7803w&t=209s>
- **‘Driving Change through Adversity’** – Stand in the Gap Coalition Town Hall. (September 16, 2022)
- **‘Hope and Help in Kentucky’** – CDC Video Promo <https://www.youtube.com/watch?v=eDn22YyW40A>

Affiliations and Activities

- **Commission Member – Kentucky Opioid Abatement Commission (May 2022 - Current)**
 - Appointed by Kentucky Attorney General
 - One of 9 members to oversee the distribution of 486 million dollars in opioid pharmaceutical settlement throughout counties and regions in Kentucky.
 - Serve on the prevention, treatment, and recovery sub-committee to identify recipients of funding.
 - Also serve on the reform and revisions sub-committee to help revise state laws, statutes, and regulations focused on rehabilitation of individuals with substance use disorder.
- **Board of Directors – Hometown Connect (2021 - Current)**
 - Local nonprofit focused on helping people in need find resources
 - Helped raise over \$100,000 to support organizational objectives
 - Coordinate agencies across the region in providing real time relief throughout community
- **Consultant – University of Tennessee (February 2021-October 2021).**
 - Created curriculum and learning content on the topic of leadership for all governmental leaders in the state of Tennessee.
 - Presented the material through a virtual platform attended by over 500 people.
- **Consultant – Revive Life House (January 2016- January 2017).**
 - Helped develop a drug and alcohol treatment program in Nicholasville, KY.
 - Overseen the strategic placement of licensed clinicians and facility management personnel.
 - Interacted with community leaders to establish a commitment to recovery efforts
- **Editorial Board Member – Primera Scientific Medicine and Public Health Journal (2022-Current)**
 - Serve as in the peer review process for journal article submissions
 - Help authors identify areas of their research and writing that can be strengthened through quantitative and qualitative analysis
- **Chairperson – Skilled Training Committee, Campbellsville University (2018-Current)**
 - Provide leadership and oversight for launching new academic and nonacademic programs
 - Work with various stake holders in the development of career-ready certificate programs
- **Committee Member – Kentucky Chamber of Commerce Workplace Recovery Task Force (2021 Current)**
 - Plan, develop, and launch various opportunities throughout Kentucky that help people in recovery obtain gainful employment.
 - Help create various prevention programs aimed at adolescent youth and young adults.
- **Chaplain – Taylor County Regional Hospital (2018 - Current)**
 - Visit patients in all hospital units for counseling spiritual encouragement
 - Serve in crises moments with local EMS services
- **Board Member – Taylor County Ministerial Association (2017-Current)**
- **Committee Member – Campbellsville Chamber of Commerce Workforce Development**