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CONTACT:

Susan Hall, Marketing Manager
224.607.6242; shall@cbdce.org

CBDCE Announces Rebecca DeVivo as New CEO



(Schaumburg, IL – July 2025) – The Certification Board for Diabetes Care and Education (CBDCE) is GROWING. We are excited to welcome our new CEO, Rebecca DeVivo, MPH, MSW, CHCP. Rebecca is joining CBDCE at a pivotal time as we expand our certification offerings and continue our mission to promote ongoing quality diabetes care, education, prevention, and support through certification.

Rebecca has a strong background in executive leadership in the nonprofit healthcare sector. Most recently, she served as Associate Executive Director of Education for the American Academy of Physical Medicine and Rehabilitation. Her strategic vision, innovative leadership, and proven track record in program and revenue growth make her the ideal candidate to lead CBDCE into the future.

“I am honored and thrilled to lead CBDCE into its next chapter, collaborating with the Board of Directors and exceptional staff team to build upon the organization’s strong foundation to achieve new levels of innovation and growth. I am committed to promoting the highest standards in diabetes care and education through certification, and supporting the community of diabetes care and education specialists and the people living with diabetes they serve.” said DeVivo.

Sheryl Traficano, MBA, CAE, will continue with CBDCE in the role of Chief Operating Officer. We would like to extend our deepest thanks to Sheryl for her 12 years of service, fulfilling both roles, and her unwavering commitment to CBDCE since joining the organization in May 2000.

About CBDCE: Formed in 1986, CBDCE is a national nonprofit certifying board that administers the Certified Diabetes Care and Education Specialist® (CDCES®) and the Board Certified-Advanced Diabetes Management (BC-ADM®) credential programs. Approximately 20,800 health professionals are credentialed in diabetes care, education, and management. Learn more at www.cbdce.org or connect with us on [Facebook](#), [LinkedIn](#), [Instagram](#), and our [YouTube Channel](#).

Certification Board for Diabetes Care and Education

1340 Remington Road, Suite J, Schaumburg, IL 60173

P: 847.228.9795 • F: 847.228.8469

www.cbdce.org • info@cbdce.org