

Indiana University

Kelley School of Business

To all who may read these letters, Greeting:
hereby it is certified that upon the recommendation of the Faculty,
the Trustees of Indiana University have conferred upon

Rick A. Wingender
the degree of

Master of Science in Marketing

in recognition of the fulfillment of the requirements for this degree.

In Witness Whereof, this diploma is given at
Bloomington, Indiana, February 25, 2017.

Debalene Kesner
Dean

Attest: *Deborah A. Kenon*
Secretary of The Trustees



Michael A. McRobbie
President

Lauren K. Robel
Probst

Virginia Commonwealth University



Monroe Park Campus

In recognition of the successful completion of the required course of study, the Board of Visitors and the President of the University, by virtue of the authority vested by the Commonwealth of Virginia, hereby confer upon

Rick Wingender

the degree of

Master of Business Administration

with all the rights, honors, distinctions, and privileges thereto appertaining.

In testimony whereof we have caused the seal of the University and the signatures of the duly authorized officials to be hereunto affixed on this nineteenth day of May, in the year two thousand and seven.


Dean, The Graduate School


President of the University


Rector of the Board of Visitors



PRAGMATIC MARKETING CERTIFIED

Rick Wingender

has demonstrated knowledge and is hereby certified in the Foundations, Focus, Build, Market, Launch, and Price courses built on the Pragmatic Marketing Framework.



PRAGMATIC MARKETING CERTIFIED – LEVEL VI (PMC – VI)



The Product Management & Marketing Authority

A handwritten signature in black ink, appearing to read "Philip Alexander".

Philip Alexander
CEO
Pragmatic Marketing, LLC



EMORY
UNIVERSITY

06/27/2020

Rick A. Wingender

has successfully completed

Managing Uncertainty in Marketing Analytics

an online non-credit course authorized by Emory University and offered through
Coursera

David A. Schweidel
Associate Professor of Marketing
Goizueta Term Chair
Caldwell Research Fellow

COURSE
CERTIFICATE



Verify at coursera.org/verify/X6zHNLA7966R

Coursera has confirmed the identity of this individual and
their participation in the course.



EMORY
UNIVERSITY

Apr 27, 2020

Rick A. Wingender

has successfully completed

Meaningful Marketing Insights

an online non-credit course authorized by Emory University and offered through
Coursera

David A. Schweidel
Associate Professor of Marketing
Goizueta Term Chair
Caldwell Research Fellow

COURSE
CERTIFICATE



Verify at coursera.org/verify/PUSZQEDVNDGA

Coursera has confirmed the identity of this individual and their
participation in the course.



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Create A Brand Strategy

Course completed on Feb 9, 2019 • 1 hour 0 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Tanya Staples

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AXLFRA_1roG-7ky8_rqAhH9OhX-d



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Advanced Branding

Course completed on Feb 8, 2019 • 1 hour 10 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AR-3j98QP71KBqxuA0VQOpHy01Qu



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

CMO Foundations: Working with Leadership and Board-of-Directors

Course completed on Feb 5, 2019 • 48 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AcPO-8lmmkxqVAVGhCKqkJ-6MXf1



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

CMO Foundations: Creating a Marketing Culture

Course completed on Dec 24, 2018 • 1 hour 0 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate ID: AdvWmyqP4T5YINihwlwoqYPvAlH-



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick Wingender, MBA, MS, CSPO, PMP

Advanced Google Analytics

Course completed on Mar 8, 2019 • 2 hours 12 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Stapley".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: ATssBqPeFX1uRa6fm8C3JLgZlwpr

Google Analytics Academy

Advanced Google Analytics

Certificate of Completion

Rick Wingender

Awarded for successfully completing
the course "Advanced Google
Analytics"



Certificate expires March 2, 2022

Google Analytics Assessment



Nice work, you passed

Above 70th percentile

[Learn more about how your score was calculated](#)

The badge below will now be shown on the skills section of your profile

Google Analytics

Passed: LinkedIn Assessment

Show on profile

Congratulations!

Rick Wingender



Completed

Google Analytics Individual Qualification

on March 8, 2019

Completion ID: 29285796 Expires: March 8, 2020

...

You understand advanced Google Analytics concepts.



Rick Wingender

is awarded this certificate of achievement for the successful completion of the

On-Page and Technical SEO Test

Certificate expires **May 23, 2021**



Certificate of completion #dc15aea1dc85c30
Certification exam ID-5ec9883d5db07d17fe8962da

Rick Wingender

is awarded this certificate of achievement for the successful completion of the

SEMrush Site Audit Exam

Certificate expires **May 21, 2021**



Certificate of completion #e913704921a8022
Certification exam ID-5ec5cb955e79ad6d6f145b7d

Rick Wingender

is awarded this certificate of achievement for the successful completion of the

Mobile SEO Exam

Certificate expires **Jun 24, 2021**



Certificate of completion #15c537ed89eb5ee
Certification exam ID-5ef3a851eaae0045dd0addd6

Rick Wingender

is awarded this certificate of achievement for the successful completion of the

Local SEO Exam

Certificate expires **May 30, 2021**



Certificate of completion #d92aac90173c416
Certification exam ID-5ed1fd0c5e74292172af6c477

Rick Wingender

is awarded this certificate of achievement for the successful completion of the

Keyword Research Exam

Certificate expires **Jun 7, 2021**



Certificate of completion #5d32f412dc2ea63
Certification exam ID-5edd27ed9a151e401d24d10e

Rick Wingender

is awarded this certificate of achievement for the successful completion of the

Competitive Analysis and Keyword Research Test

Certificate expires **Jun 10, 2021**



Certificate of completion #57883c7f5f2c4a3
Certification exam ID-5ee022bc1abec009751b239f

Google Analytics Academy

Google Tag Manager Fundamentals

Certificate of Completion

Rick Wingender

Awarded for successfully completing
the Google Analytics Academy
course Google Tag Manager
Fundamentals



The University of Tennessee

Knoxville, Tennessee

University Outreach and Continuing Education

this certifies that

Rick Wingender

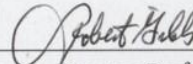
has satisfactorily completed the requirements prescribed for

Project Management Certificate

conducted by The University of Tennessee, University Outreach and Continuing Education
Department of Professional and Personal Development

December 10, 2010

Date



Program Director, Professional & Personal Development



Rick Wingender

is awarded the designation
Certified Scrum Product Owner® on this day,
May 15, 2015, for completing the prescribed requirements
for this certification and is hereby entitled to all privileges
and benefits offered by SCRUM ALLIANCE®.



Certificant ID: 000418598 Certification Expires: 15 May 2019

A handwritten signature in black ink, appearing to read 'Douglas E. Schip'.

Certified Scrum Trainer®

A handwritten signature in black ink, appearing to read 'Harvey Wheaton'.

Chairman of the Board



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Scrum: Advanced

Course completed on Dec 9, 2018

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085



The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

Program: PMI® Registered Education Provider | Provider ID: #4101
Certificate No: AUFZRigxma8_UOpaxiN3v3Ujc_jF | PDU: 1.00

Congratulations!

Rick Wingender



Completed

Google Ads Search Certification

on September 2, 2019

Completion ID: 27845345 Expires: September 2, 2020

You know how Google Ads Search works and how to setup your Google Ads Search campaign.

<https://academy.exceedlms.com/profiles/7fbf22dd6b45483fa0eef60bb4ed7b47>



Congratulations!

Rick Wingender



Completed

Google Ads Display Certification

on September 17, 2019

Completion ID: 27845366 Expires: September 17, 2020

You know the basics of Display advertising, and how you can show ads to your audience via the Google Display Network.

<https://academy.exceedlms.com/profiles/7fbf22dd6b45483fa0eef60bb4ed7b47>



Congratulations!

Rick Wingender



Completed

Shopping ads Certification

on August 1, 2019

Completion ID: 27845361 Expires: August 1, 2020

You know the basics of Shopping ads, and how to create, manage and optimize your Shopping campaigns.

<https://academy.exceedlms.com/profiles/7fbf22dd6b45483fa0eef60bb4ed7b47>



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Google AdWords: Intermediate Techniques

Course completed on Oct 11, 2017 • 1 hour 21 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AUU3Lzr0ib8aXIVSL2k7d59d9b20



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick (Jacob) Wingender, MBA, MS, CSPO, PMP

Programmatic Advertising Foundations

Course completed on Apr 29, 2019 • 1 hour 10 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AeRHYzFfNqtLU05OLkqw1IrSRg8x



Social Media Certified

Rick Wingender

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Certified: Dec 18 2019 - Valid until: Jan 16 2022

Certification code: 730b7b21c47a470cb3e67c7016bb3cee

HubSpot Academy

CEO Brian Halligan

CERTIFICATE OF ACHIEVEMENT

Rick Wingender

has successfully completed:

Social Marketing Certification





LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick (Jacob) Wingender, MBA, MS, CSPO, PMP

Advertising on Facebook

Course completed on May 21, 2019 • 1 hour 45 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AeVb3vGcwqumcqKEY1JVJwSK-0cN



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick Wingender, MBA, MS (Marketing and Ecommerce)

Advertising on Facebook: Advanced (2019)

Course completed on May 21, 2019 • 1 hour 49 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AdFagNN1Epeqh5_MoWdl2fYqrRaF



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Optimizing Marketing Emails

Course completed on Jan 1, 2019 • 1 hour 6 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Tanya Staples

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: Aa1l2gYxfmmiVdCTxrDepVrUCe2q



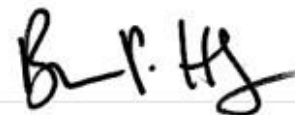
EMAIL MARKETING CERTIFIED

Rick Wingender

The bearer of this certificate is hereby deemed knowledgeable of using email marketing as a sustainable channel to close leads and delight customers. He/she has been tested on best practices that focus on anti-spam compliance, high-converting email sends, mobile optimization and using established metrics to test, optimize, and improve their email marketing.

Certified: 3/2017 - Expires: 5/2018

HubSpot
Academy 



CEO Brian Halligan



INBOUND CERTIFIED

Rick Wingender

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

Certified: 3/2017 - Expires: 5/2018

HubSpot
Academy 

A handwritten signature in black ink, appearing to read "B. P. H.", positioned above the name of the CEO.

CEO Brian Halligan

SEPTEMBER 18, 2014

Statement of Accomplishment

RICK WINGENDER

HAS SUCCESSFULLY COMPLETED THE UNIVERSITY OF CALIFORNIA, SAN DIEGO'S ONLINE OFFERING OF



Human-Computer Interaction

This course analyzed techniques of design such as rapid prototyping and evaluating interface alternatives, and how these practices inform the design of technology. Specific topics included mock-ups, field testing, principles of perception and evaluating designs with people.

A handwritten signature in black ink, which appears to read "Scott Klemmer". The signature is fluid and cursive.

ASSOCIATE PROFESSOR SCOTT KLEMMER
COGNITIVE SCIENCE AND COMPUTER SCIENCE & ENGINEERING
UNIVERSITY OF CALIFORNIA, SAN DIEGO

PLEASE NOTE: THE ONLINE OFFERING OF THIS CLASS DOES NOT REFLECT THE ENTIRE CURRICULUM OFFERED TO STUDENTS ENROLLED AT THE UNIVERSITY OF CALIFORNIA, SAN DIEGO. THIS STATEMENT DOES NOT AFFIRM THAT THIS STUDENT WAS ENROLLED AS A STUDENT AT THE UNIVERSITY OF CALIFORNIA, SAN DIEGO IN ANY WAY. IT DOES NOT CONFER A UNIVERSITY OF CALIFORNIA, SAN DIEGO GRADE; IT DOES NOT CONFER UNIVERSITY OF CALIFORNIA, SAN DIEGO CREDIT; IT DOES NOT CONFER A UNIVERSITY OF CALIFORNIA, SAN DIEGO DEGREE; AND IT DOES NOT VERIFY THE IDENTITY OF THE STUDENT.



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Introduction to Attribution and Mix Modeling

Course completed on Aug 20, 2017 • 1 hour 41 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AanPVMZ_jgqi47Tzm26zxrNELazm



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick (Jacob) Wingender, MBA, MS, CSPO, PMP

The Data Science of Marketing

Course completed on Dec 29, 2018 • 2 hours 21 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AYMZOQY9quokRF4Z9dfe_R0wUAl-



Certificate no: UC-2bd20a37-5e0c-4444-b401-fb373a2be116
Certificate url: [ude.my/UC-2bd20a37-5e0c-4444-b401-fb373a2be116](https://udemy.com/UC-2bd20a37-5e0c-4444-b401-fb373a2be116)
Reference Number: 0004

CERTIFICATE OF COMPLETION

Magento 2 Essential Video Training

Instructors **Alex Kostritsa**

Rick Wingender

Date **Oct. 31, 2021**

Length **4.5 total hours**



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Implementing an Information Security Program

Course completed on Aug 13, 2017 • 2 hours 31 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AfpPUZonysPhtMllu5SpuAZI-KDU



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender

Sales Forecasting

Course completed on Nov 25, 2018 • 45 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: ARzsSEFAuk7WCNRDGzkv536oxZON



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick (Jacob) Wingender, MBA, MS, CSPO, PMP

Machine Learning for Marketing: Essential Training

Course completed on May 7, 2019 • 55 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Staples".

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AfPzwegNRitt6D93IORSyJ7ogipU



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick Wingender MS, MBA

Power BI for Marketers

Course completed on Sep 1, 2020 • 52 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Dan Boudry".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: Ad4pTI3qUiCwiU9M_gzJlkEzOPar



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick Wingender MS, MBA

Power BI Top Skills

Course completed on Sep 6, 2020 • 1 hour 0 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Dan Boudry".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AQDL5UklvwQDDMwonFxXLBjdPhND



LinkedIn LEARNING

Certificate of Completion

Congratulations, Rick Wingender MS, MBA

Power BI Data Modeling with DAX

Course completed on Sep 12, 2020 • 1 hour 6 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, reading "Darf Bogdanov".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: ASoAXLacZLqRmNteS-_dH5D20h6p



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender MS, MBA

Using Power BI with Excel

Course completed on Sep 10, 2020 • 48 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Dan Bodnitsky".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AZDW4_QgGuyzCHmPAmIL5a6wFrAV



LinkedIn LEARNING

Certificate of Completion
Congratulations, Rick Wingender MS, MBA

Learning Power BI Desktop

Course completed on Sep 9, 2020 • 2 hours 28 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Dan Bolintz".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: Aek05d5UIFd_Xqp6vULNkfsGvzn8



 LEARNING

Certificate of Completion

Congratulations, Rick Wingender MBA, MS, CSPO, PMP

Master the OWASP Top 10

Learning Path completed on Dec 11, 2021 at 09:45PM UTC • 3 hours 9 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Top skills covered

OWASP, Vulnerability Management, Web Application Security



Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AUPnglz_97b4AVDwVtNSpKbaTJZf



 LEARNING

Certificate of Completion

Congratulations, Rick Wingender MBA, MS, CSPO, PMP

Improve Your Threat Modeling Skills

Learning Path completed on Dec 19, 2021 at 02:39AM UTC • 3 hours 50 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Top skills covered

Threat Modeling

A handwritten signature in black ink, appearing to read "Dan Bolintz".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AetcrESjChTH1U0trKcPkt-lkwHO



Certificate of Completion

Congratulations, Rick Wingender MBA, MS, CSPO, PMP

Prepare for the MTA: Security Fundamentals Exam (98-367)

Learning Path completed on Jan 02, 2022 at 12:58AM UTC • 5 hours 14 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Top skills covered

Cybersecurity, IT Infrastructure Design, IT Infrastructure Management

A handwritten signature in black ink that reads "David Bolintz".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AXkBnj0auryFRhUMkfNC5vbA_ffaC



 LEARNING

Certificate of Completion

Congratulations, Rick Wingender MBA, MS, CSPO, PMP

Prepare for the CompTIA A+ Certification (220-1001 and 220-1002)

Learning Path completed on Mar 12, 2022 at 06:51PM UTC • 34 hours 14 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Top skills covered

System Administration, Security, Troubleshooting, Networking, Operating Systems, Mobile Devices



Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AZRCmN4J_Sge1eh2zQps9VZpM81B

