

MARK STEVENS

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SENIOR LEARNING AND TRAINING LEADER

Transforming company software investments into valuable and profitable tools

Value Offered:

- Enhance value of software tools for Fortune 100 customers by garnering buy-in and adoption of company investments; empower staff to optimize user functions and fully capture mission-critical data. Enabling a revenue stream for both clients and software company.
- Hands-on, quality-driven training leader who takes personal accountability for program outcomes and learner knowledge acquisition to ensure clear understanding of concepts and processes presented.
- Conduct needs assessments to determine knowledge gaps and key starting points to ensure rapid progression towards learning objectives driving adoption of products.
- Change agent committed to engineering paradigm shift away from ponderous training programs to more hands-on, nimble, and just-in-time (JIT) educational sessions that help companies break down components into more digestible sections.

CAREER EXPERTISE:

Strategic Senior Leadership | Training/Learning Objectives | Learning Analytics | Agile Software Development and SCRUM Project Management | Team Building | P&L Accountability | Account Management | Software Release Management | Content Development | LMS Systems | Teaching / Speaking | Web / Classroom / Synchronous Environments | Technical Instructional Design | User Manuals | Facilitator Guides | Job Aids | eLearning Storyboards | Instructional Video | Activity Worksheets | Content Analysis and Review | Feedback Loops | SME Consultation | Sales/Marketing Partner | Strategic Meeting Management

CLIENTS SERVED:

Apple | Microsoft | Intel | Pfizer | GSK | Abbott | Amgen | Sanofi | Facebook | Boston Consulting | Morgan Stanley | Goldman Sachs | AIG | Fidelity | McKesson | Johnson & Johnson | Boehringer Ingelheim | Millennium | Aetna | The Hartford | Blackstone | Cardinal Health | Procter & Gamble | Target | Starwood | Raymond James | Hilton | Marriott | IHG | Accor | Marsh | SEIU | Nestle | Starbucks | Chevron | Tyco | American Express | Maritz | Carlson Wagonlit | Helms Briscoe | HPN | BCD Meetings | Orbitz | and many others.

NOTABLE ACHIEVEMENTS:

Winner, Sharkie Award for Voiceless Video Presentation – Brainshark (2014)
Associate of the Year – StarCite (2004)

LEARNING AND TRAINING MANAGEMENT EXPERIENCE

LEARNINGLUMINARIES, LLC – PHILADELPHIA, PA
President, Chief Learning Consultant, 4/2015–present

Created consulting agency to continue practice of bringing strategic planning and adoption principles to customers. Specialize in startup environments, agencies and former clients. We offer consulting services to enhance their learning programs with an eye always toward the bottom line. We help create revenue streams and move programs forward.

- **Created YouTube learning to drive adoption of the Meeting Planner Badge program for i-meet and American Express.** Built series of branching videos to help meeting planners create a website of their accomplishments.
- **Worked with Pharmaceutical meeting planning agency to help them create registration websites for their customer.** Provided additional training to help their teams to build registration websites and to track their participants for pharmaceutical meetings such as POA, Congresses and Sales meetings.

LANYON – DALLAS, TX
Senior Manager Customer Training, 1/2013–4/2015

Acquisition by Vista Equity Partners creates new company out of several existing entities. Charged with bringing together customer training for three companies, hiring additional staff and setting strategic direction for all.

Top Contributions:

- **Achieved 9.5 out of 10 in end user satisfaction scores** by upping training team professionalism to deliver quality programming; focused recruiting and hiring efforts on staff that support strategic training goals.
- **Led building and staffing of three new learning labs:** Designed and built new labs in Waltham, Las Vegas and Dallas. Hired additional staff and trained them in the use of online learning to enable Passkey trainers to come off the road and train online.
- **Re-aligned and re-branded all customer training:** Documentation, videos and job aids adjusted to reflect new branding values. Lead team creating new SOP to guide future process. All the while continuing to do business and growing revenue stream from training function.
- **Merged Passkey and Starcite training programs that required combining 2 distinct help systems, 2 LMS, and 2 training departments** following company acquisition; engineered continuity to Passkey training programs without interruption while introducing StarCite methods.

ACTIVE NETWORK – SAN DIEGO, CA
Senior Manager Learning and Performance, 1/2011–1/2013

Acquisition by publicly traded company requires adding additional compliance training requirements to program. As a strategic leader, led integration with existing Telus LMS solution and coordination with multiple stakeholders in matrix leadership environment. Charged with helping secure Fortune 100 corporate customers during transition to new company process and requirements.

Top Contributions:

- **Expedited client (Apple) meeting planner onboarding process for new hires to maintain service and generate transactions** by purchasing Rapid Learning from BrainShark and configuring e-learning to meet client's explicit contract terms for planner certifications.
- **Won global training program for international pharmaceutical firm (Pfizer) which generated immediate revenue results;** established training processes, documents, and videos for

worldwide audience after consulting with client account executives on specific, customized training needs.

- **Introduced e-learning process to new corporate departments.** Trained authors and writers on process of video scripting and production. Expanded the Brainshark contract to additional groups and trained users to adopt and utilize product.
- **Engineered smooth adoption of StarCite product by both buyers and suppliers** by developing globally-available self-enabled training protocol; leveraged technical expertise to create help, documentation, and video for new formalized program. Included suppliers such as Hilton, Accor, IHG and most major hotel chains globally.
- **Worked within Matrix organization to develop new functionality for training and user updates automatically tied into Agile Development software release cycles.** Took part in Scrum project management that provided real-time updates to programs; enabled customers to work with new product on same day of release while eliminating service or transaction interruptions.

STARCITE - PHILADELPHIA, PA
Director of Training, 5/2003-1/2011

Progressively promoted into strategic leadership role developing training programming. Built training department that created help system and customer-facing videos and documentation, and provided a revenue stream for professional service traditionally without charge. Designed customized training solutions for Fortune 100 corporate customers including videos, plans, train-the-trainer programs, materials, user guides, job aids, activity worksheets, and eLearning storyboards. Exercised continuous improvements and updates to programs as learning needs and business conditions accelerated requirements.

Top Contributions:

- **Saved \$100,000 / year in travel costs and expanded service to reach wider range of customers** by inventing revolutionary "Learning Lab" concept which flipped traditional webinar programs around to enable instructors to watch student screens and provide direct feedback on learner knowledge acquisition during training sessions.
- **Created revenue stream for training professional service.** Ran public and private training for customers as well as consulting to expand their understanding of products. All were at contracted rate enabling us to pay for department overhead and add to company profit lines.
- **Expedited learning process for internal associates on products and updates** by creating webinars, cheat sheets, checklists, and other training aids to help company customer service and sales personnel learn new products.
- **Built first-ever company LMS (elementK) which was used to boost knowledge levels companywide;** examined learning needs in order to select LMS software vendor best aligned to company training / learning objectives.
- **Expanded training options to incorporate language needs of global users;** tasked in-house translators to convert programs into Chinese, French, German, Portuguese, and Spanish to help drive higher adoption of global training.
- **Offshored documentation to NIIT in India to solve local team's bandwidth issues;** directed Indian team to overhaul old documentation which freed up U.S.-based staff and led to more transactions being generated.
- **Added new revenues after setting up new required certification program with partner organizations;** scoped out program requirements with sales and operations staff to ensure proper level of learning, then enabled Experient, American Express, Carlson Wagonlit, BCD, and other partners to sell solution.
- **Designed 3 levels of learning support to meet client contract terms that contained stipulation for global support;** fulfilled (Hewlett Packard) CEO's goal to unify company formed from series of acquisitions by ensuring that all meetings were pushed through uniform tool; enabled client to capture \$1.2 million in savings as result of adoption.

- **Guided corporate client (GSK) through implementation of training methodology during rollout for their new global training program** delivering 3 sessions / week to Europe and U.S. end users and generating 1,000s of transactions and a revenue stream for our company.
- **Solved training video OS compatibility issue** so Microsoft and Apple users could access videos without experiencing technical issues; moved all video productions to BrainShark tool which opens in either OS and enables users to be educated without interruption.

B-THERE (ACQUIRED BY STARCITE) – WESTPORT, CT
Training Manager, 5/2001–5/2003
Product Manager, 5/2000–5/2001

Recruited as product manager during period of rapid company growth, requested by owner of fast-growing technology start-up to develop training department. Developed first-ever systems, processes, and training team devoted to improving user productivity and performance. Authored course materials based on identified knowledge gaps, then analyzed training outcomes to track effectiveness.

Top Contributions:

- **Built ground-up training department for startup software business** which enabled company to sell productized offerings with multiple customer training options.
- **Crafted corporate foundation training strategy by devising software certification program for all meeting planner users at AMEX**, a corporate client which proved to be the basis for StarCite’s acquisition of company.
- **Broadened scope of training programs without increasing overhead costs** by creating documentation, videos, and training protocols after determining specific delivery mechanisms, style guides, and products needed by user base.

PROFESSIONAL DEVELOPMENT

Certified Professional in Learning and Performance (CPLP), Association for Talent Development (Pilot Participant)
CLO Yearly Symposium
Training Magazine Webinars (various subjects)
Association for Talent Development (reports, infographics and webinars)
Blog Author for Learning Luminaries (Learning is... series)
The OZ Principle Executive Training (2014)

AFFILIATIONS / INVOLVEMENT

Member, Association for Talent Development (ATD, formerly ASTD) (present)
Member, Lanyon Chapter of Toastmasters – Philadelphia, PA (2013–present)

SOFTWARE

Salesforce.com, elementK LMS. Captivate, Office Products – both Microsoft and Apple, Powerpoint and Keynote expert, YouTube, Google Analytics, iMovie, Synchronous and Asynchronous Training Delivery, Successfactors, BrainShark, Rapid Learning, e-learning, IBM Cognos, and WebEx Meeting and Webex Training Center.