

# Kevin Cole

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## PERFORMANCE PROFILE

Creative intrapreneur with 8 years in learning & development, training, and organizational development. Passionate about helping organizations succeed by helping others thrive—giving people the programs, systems, and processes to empower them at work.

*Core competencies include:*

Program management ♦ System implementations ♦ Technical training ♦ Performance management ♦ Learning management  
Critical thinking ♦ Change management ♦ Web-based learning ♦ Organizational development ♦ Talent strategy ♦ Onboarding

## RELEVANT EXPERIENCE

**Zerto** | Boston, MA

2015-present

*Global Learning Development Manager*

- Created core certification courses on high-tech B2B products using Adobe Captivate and Articulate Storyline; doubled our Net Promoter Score (NPS) and led to 3x more course completions (5,100+ annually)
- Procured and implemented the Docebo LMS as SaaS solution for 800 active monthly users among channel partners, customers, and employees; won Zerto's 2016 All Star Award for this initiative
- Built sales & partner enablement web app in AngularJS that was used to close over \$12.2 million in 2017; deals closed with the tool are an average of 3x larger than deals without it
- Developed advanced technical certification series consisting of 8 hours of instructor-led training, including PowerPoint decks, trainer guides, and student reference guides; maintained a 71 NPS across 2017
- Ran certifications and hands-on technical labs (including 8 labs and lab guides across AWS, VMware, Azure) at annual ZertoCON user conference, including 355 labs run in 2018 alone
- Used advanced Adobe Captivate to create offline product simulator used internally for 90% of prospect demos; also used in nearly a hundred Zerto Alliance Partner orgs and is among the top 0.5% of downloaded digital assets
- Led custom integration project for data sync and SSO between Salesforce, WordPress, and Docebo
- Managed relationships between globally dispersed vendors, 3<sup>rd</sup> party agencies, product SMEs, help desk, and freelancers for graphic design, e-learning development, and script narration

**Citizen Schools** | Boston, MA

2013-2015

*Director of Organizational Development*

- Created new strengths-based employee performance management philosophy and process based on research in positive psychology; received Citizen Schools' Strategic Vision award for this work
  - Revamped & executed semi-annual employee engagement surveys, resulting in highest-ever participation rate of 90%
  - Led overall attrition & retention initiatives, including: 1:1 employee satisfaction interviews; Appreciative Inquiry focus groups; employee relations strategy; and reporting/analysis for senior executives
  - Researched, procured, and implemented SumTotal Maestro LMS as an under-budget solution for 500 learners
  - Developed SCORM-compliant courses in Adobe Captivate, with additional use of Audition, Photoshop, and Illustrator; topics included goal-setting, interviewing, strategic planning, Balanced Scorecards, and professional development
  - Co-led committee to select new HRIS (UltiPro) and replace ADP; led system rollout and served as talent admin
  - Led implementation of new employee competency model, including training and change management
- *Promoted from Deputy Director of Learning Management Systems*

**National Program Systems Manager**

- Led procurement and rollout of new LMS and 24/7 end user help desk, including: research, contract negotiations, implementation, SLAs, and ongoing administration; resulted in 2.5x increase in user satisfaction
  - Managed the outsourced help desk team, wrote the documentation, handled escalated incidents/tickets, and trained assistants as needed; responsible for driving phone queue time down 86% and queue abandonment down 90%
  - Responsible for e-learning budget management; secured largest vendor refund in BELL history
  - Developed web-based training with Adobe Captivate, Camtasia, HTML; resulted in highest-ever completion rates
  - Co-developed and rolled out updated strategic program model, including new business process and sales framework
  - Co-led planning of live instructor-led training events (200-500 attendees), including: creation of custom event database (via Zoho Creator and DelugeScript), registration, event setup, and staff management
  - Chaired inter-departmental committees on BELL's office space, inventory, and outsourced warehouse logistics
- *Promoted from National eLearning Specialist*

**VHS Global Collaborative | Maynard, MA****2010-2011****Curriculum & Instruction Associate**

- Worked closely with director to create and implement new training delivery framework for scalability and iterability
  - Collaborated with multiple SMEs to develop content for grant projects using best instructional design practices (UDL, ADDIE, 508 compliance, etc.)
  - Self-taught Domino Designer and LotusScript in order to create new digital assets database
  - Created HTML and CSS templates as org's first model of rapid content development in the LMS
  - Managed team's help desk tickets and inquiries using ticketing system
  - Assisted in training 375 teachers for delivery of 200 online courses, including quiz creation/grading and copyediting
  - Proofread and edited course materials and lessons; wrote and introduced org's first style guide
- *Promoted from Curriculum & Instruction Assistant*

**RELEVANT SKILLS****Databases and CMSes:** WordPress, Salesforce, Zoho**HRIT:** UltiPro, Ceridian Dayforce, ADP, Concur, Taleo**Social media/marketing:** Twitter, Facebook, Constant Contact, Marketo, Mailchimp**LMSes:** Desire2Learn, SumTotal Maestro, Blackboard, Cornerstone, Docebo, Moodle**Dev:** HTML, CSS, cPanel/phpMyAdmin, BitBucket, some basic JavaScript, Ruby on Rails, and VBScript experience**Team/project management:** Basecamp, Box, Trello, Asana, Dropbox, Chatter, Slack, Smartsheet**Conferencing:** GoToMeeting, Adobe Connect, WebEx, MaestroConference, Google Hangouts, Join.me**Creative:** advanced Adobe Captivate, intermediate Camtasia and Articulate Storyline, basic comfort with Adobe Audition, Illustrator, Photoshop**Forms:** SurveyMonkey, Qualtrics, FormAssembly, Satmetrix**Productivity:** Google Docs and Microsoft Office suite, including Visio and advanced Excel**EDUCATION****Cedarville University**

Cedarville, OH

*Bachelor of Arts in Philosophy; minor in History*