

MARK SUTTON

3807 Donner Street
San Mateo, California 94403

(650) 349-5590
msutton@worthyperformance.com

SR. INSTRUCTIONAL DESIGNER / SR. LEARNING STRATEGIST

Specialist in Workplace Learning and Performance ... consultancy or internal roles

Innovative and inspiring workplace leader with a 10-year record of helping organizations move beyond traditional training to link robust learning initiatives to real-world organizational ROI and bottom-line performance results. Strategizes towards measurable business goals, develops solutions-focused content and champions the integration of relevant e-learning infrastructure, tools and best practices.

Models best practices of exemplary job performers to create solutions that improve overall organizational performance. Member - American Society for Training, Development and eLearning Guild, and International Society for Performance Improvement.

VALUE OFFERED

- Learning management system implementation
- Training marketability/profitability
- Sales readiness
- Role accomplishments-based training
- Knowledge transfer & informal learning
- Training return on investment (ROI)
- Curriculum development
- Instructional design & strategy
- e-Learning infrastructure & tools
- Performance support
- Content development & management

TECHNOLOGY SNAPSHOT

TOOL PROFICIENCIES: Saba learning management system (LMS), Trivantis Lectora/Saba Publisher, Adobe Dreamweaver, Captivate, Flash, Framemaker, MS PowerPoint, MS Project, MS Access, Live Meeting/Placeware, Interwise, Centra.

TECHNICAL EXPERIENCE: Saba LMS, DBMS, web-based applications, SQL, HTML, XML, JavaScript, Perl.

PROFESSIONAL EXPERIENCE

Consultant – Workplace Learning & Instructional Design – 3/04 to Present

Helped clients develop results-driven learning strategies and effective instructional content, and acted as lead business analyst for learning management system integration. Fortune 500 / corporate clients include Deloitte, Touche, Tohmatsu; Hewlett-Packard; Microsoft; NetApp, Inc. and Saba Software. Engagements ranged from months to years.

- **Learning Strategies:** Developed strategies to differentiate knowledge transfer versus training needs; and drive sales enablement by measureable business outcomes. Championed business results beyond training metrics.
 - Introduced "Inform Transform" strategies for Hewlett-Packard and NetApp that enabled needs-based processes / measurement, removed bottlenecks and created training with high-impact results.
 - Devised strategy for reference-based courseware to reduce Saba Education's maintenance overhead.
- **LMS Leadership:** Guided business-driven learning management system (LMS) implementation.
 - Led HP Software Sales' migration to the Saba LMS: business requirements, configuration and testing.
 - Developed role-based job aids and online training, including interactive demonstrations supporting two global rollouts of the Saba LMS for Deloitte, Touche, Tohmatsu.
 - Conducted workshops on implementing and administering the Saba LMS.
- **Performance Improvement:** Identified valued job outputs and behaviors of high-performers in various global sales roles and relevant influences on job performance for Microsoft.
 - Conducted interviews with top performers worldwide to produce a standardized job profile and identify best practices / tools that enabled client to improve organizational performance.
- **Best Practices Learning:** Applied best practices and developed results-driven learning matrix for clients.
 - Redesigned NetApp's internal corporate university portal to incorporate best practices for rapid content development leading to more efficient and effective knowledge transfer and e-learning development.
- **E-Learning & Infrastructure Tools:** Developed and maintained Lectora web-based training authoring template and related job aids to support internal and contract developers.

PROFESSIONAL EXPERIENCE

Senior Instructional Designer – Siebel Systems – 12/03 to 3/04

Drove initiatives to improve online tutorials embedded in a customer relationship management (CRM) software application and get its end-users immediately up to speed in a subscription-base online environment demanding instant value recognition. Reverted disconnect between online tutorial and help system.

- **Instruction Enhancement:** Redesigned feature/function tutorials to align with major roles and workflows; reduced redundancy with online help. Synchronized a tutorial and online user-friendly service delivery.
- **Best Practices & e-Learning:** Developed best practices and built them into pilots for customer webinars. Guided team in selecting a best-of-breed virtual classroom platform.

Senior Instructional Designer – Saba Software – 4/00 to 12/03

Transitioned feature-based end-user training to role-oriented approach. Created easily customized training for multiple customers' software implementation/processes; reduced costs and development time. Achieved faster, granular rollout to meet launch schedules. Resulted in increased customer enrollments through tailored offerings/custom curricula.

- **Online Learning:** Initiated and led development of synchronous online delivery capability, including best practices and an online lab environment. Moved customer curricula to 70% to virtual classroom, increased instructor utilization up from current 60%. Enhanced modular offering flexibility and reached global audiences with zero cost increases.
- **Marketability & Profitability:** Instituted and guided a shift from training vendor to a readiness-and-productivity consulting service, which radically transformed and improved company's value proposition. Awarded not only training contracts, but deeper dialog that led to opportunities not available in the earlier transactional model.

Courseware Developer/Instructor – eGain Communications – 8/99 to 4/00

Led training's feature-to-role-based transformation. Redesigned instruction to focus on performance objectives.

- **Program & Course Development:** Led team of contract course developers to rapidly create a comprehensive technical certification program for third-party vendors and licensed customers. Developed and delivered instructor-led training (ILT) and hands-on labs on their email management system.

Course Developer (Contract) – Applied Materials – 6/99 to 8/99

Created instructor-led and Web-based (InterWise) courses as part of the Oracle Manufacturing implementation.

- **Training Design:** Leveraged job aids and documentation to devise training with performance outcomes.

CPG Course Developer – Oracle Corporation – 2/99 to 6/99

Guided support staff learning with enterprise resource planning application for consumer packaged goods industry.

- **Global Learning:** Led global project to develop and deliver "boot camp" in Australia.

Technology Training Specialist – California School of Professional Psychology – 1/97 to 10/98

Served as technical trainer and webmaster for 600 staff and faculty at this four-campus graduate school.

- **Internet Learning Innovation:** Built and maintained school's first website and pioneered early online tutorials, email distribution lists, distance learning and an online discussion board.
 - Developed, delivered and evaluated functionally-targeted workshops on desktop applications.
 - Created and maintained online documentation for desktop applications and campus registration system.

EDUCATION & TRAINING

B.A., Liberal Studies/Mass Communication; Minor, Psychology – California State University, Hayward
Multiple-Subject Teaching Credential – California State University, Hayward

- **Walden University:** Certified Synchronous Online Instructor
- **Human Performance Technologies:** Front End Analysis
- **University of California Berkeley Extension:** Project Management
- **San Francisco State University Extension:** Instructional Design for Multimedia, Graphics & Interface Design for Multimedia on the PC, The Art of Interface Design, Real World Writing for Multimedia, Project Management for Multimedia