

GORDON LAM

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CORPORATE TRAINING PROFESSIONAL: E-LEARNING

Inventive, confident, and high-performance professional. Over 16 years' experience in the development, design, application, and management of industry-leading corporate performance improvement, with a special expertise in eLearning and the integration of technology in corporate training. Thrive in a challenging, high-energy environment, possessing unique abilities in internal and external customer relationship management. Qualifications include:

- eLearning Instructional Design
- Blended Learning
- Social Learning
- Needs Assessment
- Curriculum Development
- Presentation/Facilitation Skills
- Learning Management Systems
- Software Simulation
- Knowledge Management
- Web Authoring Tools
- Virtual Classroom Training
- Multimedia Design

EXPERIENCE:

Director Global Learning Design, UBS Financial Services, NJ: Jan 2009 - Present

- Responsible for overseeing the instructional design, development, delivery and strategy for all synchronous and asynchronous eLearning content delivered to over 60,000 employees worldwide.
- Led a User Generated Content project utilizing the firm's internal social learning platform that generated global corporate recognition for increasing subject matter expert engagement and decreasing time to market for informal eLearning efforts.
- Played leading role in developing a simplified, global eLearning development process that resulted in significantly lowering overall cost, time to market, and an increase in internal client satisfaction.
- Manager of a global team that led the design, development, and implementation of the organization's first mobile learning initiative.
- Develop and manage key external technology partnerships as well as content provider, vendor, and consultant relationships.

Independent Consultant: October 2008 – Jan 2009

- Worked with both educational and corporate clients in the areas of eLearning conversion, simulation development, synchronous training delivery, performance assessment, and metrics.

Manager Web Content, American Management Association, NY: Jan 2005 - Oct 2008

- Managed the creation, execution, management, and evaluation of a blended learning delivery strategy that integrated the use of educational technology to enhance classroom programs and learner experience, as well as extend the customer relationship.
- Worked both independently and with subject matter experts to determine instructional design approach to meet client needs. Designed, and repurposed content for alternative delivery methods ensuring the instructional integrity of the content, and built processes for scaling future development.
- Managed all eLearning development and taxonomy for organization's Learning Content Management System (LCMS), as well as administration of the corporate Learning Management System (LMS).
- Created and delivered web-based instructional courseware recognized as "Best in Class" by eLearning magazine in the categories of Soft-Skills and Leadership Training design.

Financial Systems Training Analyst/Consultant, Accenture Inc., NY: Jan 2004 - Jan 2005

- Consultant at the world's largest pharmaceutical firm. Responsible for creating the instructional design, simulations, web content, and learning portal to deliver live and on-demand financial systems training using synchronous and asynchronous training tools. Delivery methods included a blend of traditional instructor led training, web-based training, and synchronous distance learning. Content was accessed by over 120,000 employees in 27 countries.
- Applied marketing methodology using animated advertisements and branding to increase the visibility of the training team.

Training Development Specialist, HIP Health Plan of New York, NY: May 1999 - Jan 2004

- Responsible for the development, within an interdisciplinary team, of a Corporate University; the first of its kind in the non-profit health care industry. Received a #1 rating in Information Week's annual ranking of 500 United States companies in the use of innovative technology.
- Developed successful, rich media training marketing strategy that resulted in 100% enrollment rates for all courses.
- Coordinated effort to use eLearning for Knowledge Management through the use of learning objects via the corporate LMS.

Career Development Trainer, Virgin Atlantic Airways, CT: Jan 1998 - Mar 1999

- Responsible for designing and delivering all corporate soft skills training including customer service training for all US airport employees.
- Collaborated with interdisciplinary team members to design and develop competency-based career development program.
- Created and implemented a comprehensive, new-hire training program delivering full scale training to over 600 employees in 30 days.
- Developed, administered, and reported results of corporate-wide employee surveys investigating employee satisfaction and personal career objectives.

Training Specialist, Cunard Cruise Lines, NY and FL: Nov 1994 - Jan 1998

- Responsible for the supervision and training of a dynamic staff of over 70 personnel in reservations, sales, and special services, generating annual revenue in excess of \$180 million.
- Interviewed, hired, led, motivated, coached, and evaluated employee performance in a both hourly and union environment.
- Designed performance-based incentives for a 100 person workforce that increased employee retention by better than 21%.

TECHNOLOGY/APPLICATIONS

- Expertise in the instructional design, production, and delivery of synchronous virtual training, using tools such as Adobe Connect, Webex, Saba, and Microsoft Lync.
- Skilled in the use of web, graphics, and multimedia development tools such as Dreamweaver, Flash, and Photoshop.
- Expert-level knowledge of web-based training content development tools such as Articulate Studio, Storyline, and Lectora.
- Extensive experience in developing training simulations, including the use of Adobe Captivate, and Camtasia.
- Managed the integration, deployment, training, content integration, and administration of several leading LCMS and LMS systems, including Pathlore, IMC, Saba, SumTotal, Cornerstone, and OutStart.

EDUCATION

- *Candidate for Masters of Educational Technology:* San Diego State University
- *Certification in Educational Technology:* San Diego State University
- *Bachelor of Arts, Industrial Psychology:* Minors in Business and Economics, State University of N.Y. at Stony Brook

MEMBERSHIPS & ASSOCIATIONS

- *Member of NAPP, National Association of Photoshop Professionals:* Since 1999
- *Member of eLearning Guild:* Since 2001
- *Member of ATD (formerly ASTD), Association of Training and Development:* Since 1995

PROFESSIONAL DEVELOPMENT & PUBLICATIONS

- *Frequent speaker at industry conferences:* Including eLearning Guild's DevLearn and Learning Solutions conferences, Association for Talent Development, Financial Services Learning & Development Innovations, and The International Conference for eLearning in the Workplace
- *Certified Synchronous Trainer & Instructional Designer:* Insync Training
- *Certification in Criterion Reference Testing Development:* Darryl L. Sink & Associates
- *Advanced, and Web Based Instructional Design:* Langevin Learning Services
- *Train-the-Trainer, and Advanced Instructional Design:* American Management Association
- *Certifications in Advanced Dreamweaver & Flash:* Noble Desktop LLC

ONLINE

- *Website Domain:* www.onthelam.com and www.eLearningdeveloper.com
- *LinkedIn profile:* <http://www.linkedin.com/in/gordonlam>