

## GLOBAL LEARNING AND DEVELOPMENT EXECUTIVE

### Web 2.0 / Social Media / Mobile Technology

- Curriculum Design
- Metrics Analysis
- Training and Development
- Multi-platform Delivery
- Online Learning
- Program Management

Academically qualified leader who can inspire and transform teams to communicate company innovations, intentions, and ideals. Direct creative learning and communications across every kind of media, existing or not. Advise, lead, and facilitate change initiatives within small, medium and large corporate and academic environments while balancing what is possible with what is practical. Capitalize on international team collaboration to build relationships among producers, creative talent, strategists, media experts and business thinkers for companies such as **Apple, Inc., Apollo Group, Great-West Life and PepsiCo**. Enhance operations through use of emerging technologies, particularly interactive interfaces. Considerable experience in mobile technology and delivery. Willing to Travel.

### EDUCATION

Ph.D. in Educational Leadership and Innovation, University of Colorado  
MSIT in Global Enterprise Management, University of Denver, Denver, CO  
B.A. in Counseling, Biblical Life College & Seminary, Marshfield, MO

- **Directed efforts to gain 100% mobile delivery for curriculum and live event streaming**
- **Custom reports to identify areas of opportunity increasing customer satisfaction by 15%**
- **Metrics support to assist call center in attaining #1 in global satisfaction**
- **Gained acceptance from Apple as first for-profit institution given iTunes University status**
- **Drove business for six profit centers, resulting in #1 in sales and real growth for region**

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### PROFESSIONAL EXPERIENCE

**INSTRUCTOR, VIRTUAL ENTREPRENEURSHIP**, University of Colorado Denver School of Business  
[Bard Center for Entrepreneurship - Current](#)

- Design graduate level courses taught entirely in virtual environments
- Instructor for virtual world courses in Entrepreneurship and other topics
- Create multimedia to support learning and act as a mobile delivery tool
- Guest lecture on topics such as virtual world learning
- Present and publish on mobile learning topics

**ASSISTANT DIRECTOR, EMERGING TECHNOLOGIES**, University of Colorado Denver School of Business

[Global Energy Management Program](#)

- Implemented 100% mobile delivery of curriculum materials
- Initiated and produced live Internet streaming for speaker events
- Introduced virtual world partnerships to assist in energy project modeling
- Created energy management portal for student homepage
- Recruited by School of Business to teach class in Virtual Entrepreneurship

**BUSINESS ANALYST**, Apple, Inc. / Volt Technical

## Tier 1 iPhone Technical Support, 2008-2009

- Created custom reports to identify areas of opportunity, increasing customer satisfaction by 15%
- Metrics support to assist call center in attaining #1 in global satisfaction
- Implement usage formulas to determine cost centers and minimize waste
- Supervisor for QA department, develop coaching plan for outliers through mentor-directed training
- Reduction in Workforce initiative committee member, reducing staff by 60% within three weeks

## INSTRUCTIONAL SYSTEMS ANALYST, Apollo Group

### The College For Financial Planning, Recruited by Kforce Professional, 2008

- Gathered requirements from all shareholders to create definition and project plan
- Provide feedback on implementation and proof of concept, with plan for execution
- Present findings as written project plan to cross-departmental committees
- Lead initiative to produce curriculum materials for mobile delivery

## UNIVERSITY DIRECTOR, Education Technology

### Divisional oversight over all ground campuses, CO 2006 – 2007

- Responsible for initiatives surrounding digital delivery of curriculum materials
- Leader for synchronous and asynchronous tools (Breeze, Tegrity)
- Campus administrator for content management and other course delivery systems
- Gained acceptance from Apple as first for-profit institution to be given iTunes University status
- Adjunct professor and Subject Matter Expert in Information Technology for Online programs

## SENIOR CURRICULUM DESIGNER, Doctoral & Virtual Programs

### Colorado Technical University, Colorado Springs, CO 2005 – 2006

- Re-Design curriculum for online delivery, including media and interactive learning objects.
- Act as online instructor for virtual employee training programs
- Campus administrator for content management and other course delivery systems
- Helped grow online enrollment from under 1000 to over 15000 students
- Research emerging trends in instructional design/delivery; conduct meetings on best practices

## MAC SPECIALIST, Apple Retail

### Regular Part-time, Aspen Grove, CO 2004 – 2005

- Lead Apple retail site in CPU sales; was high sales YTD even three months after leaving
- Lead Apple general presentations for iTunes, Mac OSX, and iPhoto
- Scheduled private customer training sessions on other Mac-Based software
- Coached customers on best purchases for their requirements, including AppleCare and .Mac

## MANAGING DIRECTOR, Digital Media Consultants

### ByteSight, Inc, Castle Rock, CO 2002 – 2008

- Grew brand awareness 60% by adding continuity to marketing efforts.
- Managed the branding, delivery and execution of digital marketing campaigns
- Provided graphic design/media presentation services for corporate events
- Develop eCommerce solutions for clients to increase revenue and reduce costs
- Developed virtual marketing channels using streaming media and synthetic worlds

## MANAGER OF BUSINESS DEVELOPMENT, Collision Services

### McDonald Automotive Group, Littleton, CO 2001 – 2002 (while attending graduate program full-time)

- Achieved 30% increase in revenues in less than a year building and maintaining business partnerships with insurance companies for direct repair contracts.

- Pioneered “Rocky Mountain Fly and Drive” program to grow Audi revenues by building partnerships that were developed so customers could vacation in Denver while taking delivery of vehicle.

## **ASSISTANT MANAGER, CLIENT SERVICES**, Financial Services Call Center

[Great-West Life, Englewood, CO 2000 – 2001](#)

- Increased response time to within 60 seconds for all incoming queues
- Met or exceeded all contracted service level times for Pension, 401k, and 403b recording keeping.
- Reduced turnaround time by 15% for financial transaction requests.
- Provide mentoring and corrective feedback, as well as team collaboration

## **AREA MANAGER OF TRAINING AND DEVELOPMENT**, PepsiCo, Inc

[Mid-West Region of Taco Bell](#)

- Recruit, interview, perform background checks on prospective employees and contractors
- Responsibility for periodic reviews and performance plans, along with success metrics
- Lead teams of up to 80 direct reports
- Accountability for six profit centers with an annual budget of 10M
- Capital expenditure approval up to predetermined limit
- Responsible for ROI metrics to support capital expenditures
- Received award for highest real growth, profit margin and lowest cost of sales

## **FOREIGN STUDY**

**Global eManagement Consortium**, Terragona, Spain 2001

**Global eManagement Consortium**, Monterrey, Mexico, 2002

**Colorado Ambassadors of Music**, European Concert Tour, 2004

## **CREATIVE ACTIVITY**

**Web Sites:** <http://www.houseofflamesmedia.com>, <http://www.debwise.com>

**YouTube:** <http://www.youtube.com/user/flameheartsol>

**Facebook:** <http://www.facebook.com/debewise>

**LinkedIn:** <http://www.linkedin.com>

**Twitter:** <http://twitter.com/FlameheartSol>

**Blog:** <http://houseofflames.wordpress.com>

**Virtual:** Founder, House of Flames Music and Multimedia Venue in Second Life