

Sam Rogers

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LEARNING EXPERIENCE EXECUTIVE

Digital Production / Instructional Design / Training Leadership

Offering over 15 years of institutional consultation experience in leadership and support of learning programs, policies, and initiatives to promote employee/customer success. Strong record of commitment to digital communication, training standards, and learning technology design. Committed to collaboration and furthering the stated workplace mission. Proven record of building teams, communities, and workflows to benefit the organization and the people it serves.

Core competencies include:

- Digital Transformation
- Program Design & Implementation
- Staff & Organizational Development
- Coaching & Mentoring
- Video & Audio Production
- Learning Technology Integration
- Project Management
- Data & Analytics Alignment

PROFESSIONAL EXPERIENCE

Snap Synapse LLC

PRESIDENT & PRINCIPAL CONSULTANT (2007 – Present)

Collaborate with administrators and subject matter experts on curriculum outcomes, metrics, and methods to develop a digital learning ecosystem. Design, integrate, and implement learner-centric LMS with adherence to accreditation standards, academic rigor, and training best practices. Develop innovative solutions for technical, instructional, marketing, workflow, and resource-related problems.

Selected projects:

- **ADP (2019):** Delivered learning content migration for large LMS platform transition within 2-months.
- **Sunrun (2018):** Designed learning experience design team's development workflow and asset systems.
- **Protiviti (2017):** Created LMS customizations & workflows for administering third-party CPE accreditation for all employees and clients.
- **IMS Expert Services (2016):** Analyzed data for legal team, produced influential Expert Witness report.
- **YouTube/Google (2014):** Wrote/produced/directed the YouTube Certified Online training program in ten weeks, scaling from 1,000 to 10,000 certified partners globally within one year of launch.

CapitalOne

ELEARNING DEVELOPER / LMS ADMINISTRATOR (2001 – 2007)

Designed and launched internal and external eLearning systems for award-winning training department functioning as key IT support. Researched and evaluated existing content for migration and configuration to new technology. Sole developer for Content Delivery Server (CDS), designed/supported multiple eLearning templates, converted ILT courses for online delivery. Functioned as liaison between IT and Training department.

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SELECTED SPEAKING / CONFERENCES

Learning DevCamp 2018 — Salt Lake City, Utah

Keynote “When The Training Will Fail: Predictive Factors & (Fun) Stories”

Training Magazine’s Training2019 – New Orleans, Louisiana

Session “The Four Hour Instructional Designer: Applying the Methods of Tim Ferriss”

The Training, Learning, & Development Conference 2018 – Phoenix, Arizona

Presentation & Announcement “The Digital Learning Asset Framework”

ATD International Conference & Expo 2017 – Atlanta, Georgia

Certification Workshop “Smartphone Cinema for L&D Professionals”

FocusOn Learning 2016 – Austin, Texas

Session “Project Management for eLearning”

DevLearn 2015 – Las Vegas, Nevada

Session “Video Within Reach: Mythbusting & Testing to Greatness”

Learning Solutions 2020 – Orlando, Florida

Workshop “Using Data to Drive Better Training Decisions”

TECHNICAL PROFICIENCIES

Learning Platforms: Cornerstone OnDemand, Saba, SumTotal, Litmos, Moodle, Workday, LinkedIn

Design Suites: Articulate, Adobe, Google, Apple, Microsoft, TechSmith, Davinci, FOSS

Methodologies: ADDIE, SAM, Agile, GTD, DiSSS/CaFE, Digital Learning Asset Framework

Coding & Testing: SCORM, AICC, xAPI, HTML5, JavaScript, CSS, PHP, XML, Fiddler

Additional Software: YouTube ContentID, R Studio, Wordpress, Avid, SlingStudio

EDUCATION & AWARDS

SONOMA STATE UNIVERSITY — Rohnert Park, CA

Bachelor of Arts in Communications Studies

ROCKSTAR OF THE QUARTER (2018Q4)

Cornerstone OnDemand

RECOMMENDATION

“I highly recommend Sam in not just doing what he was hired to do, but in taking a problem-solving attitude, performing under tight deadlines, and really thinking big.”

Julio Herrera
Global Training Manager, YouTube