

# Sam Rogers

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## LEARNING EXPERIENCE EXECUTIVE

### Learning Analytics / Digital Production / Instructional Design / Training Leadership

Offering over 20 years of experience and leadership in 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
- Data & Analytics Alignment
- Video & Audio Production
- Learning Technology Integration
- Project Management

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## PROFESSIONAL EXPERIENCE

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### ConvaTec

#### **GLOBAL LEARNING TECHNOLOGIES & LEARNING ANALYTICS MANAGER (2020 – Present)**

Owner of Learning Technology stack for global medical device manufacturer. Aligned infrastructure and metrics to strategic goals, reconfigured LMS, overhauled all learning content (decreasing by 10x), led DMS & people data integrations, created learning standards and workflows, designed & delivered training, built multi-lingual support team/processes, and led L&DA team optimizations and department project management.

### Snap Synapse LLC

#### **PRESIDENT & PRINCIPAL CONSULTANT (2006 – 2020)**

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. Facilitated learning communities via writing, speaking, teaching, livestreaming, podcasting, and leading global mastermind initiatives.

#### *Selected client 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.

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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**

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**Learning DevCamp 2018** — Salt Lake City

*Keynote* When The Training Will Fail

**eLBX 2020** - online

*Session* eLearning Under the Hood

**DevLearn 2019** – Orlando

*Workshop* Data to Drive Better Training Decisions

**FocusOn Learning 2016** – Austin

*Session* Project Management for eLearning

**Training Magazine’s Training2019** – New Orleans

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

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

*Announcement* Digital Learning Asset Framework

**ATD Int’l Conference & Expo 2017** – Atlanta

*Certification Program* Smartphone Cinema for  
L&D Professionals

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**TECHNICAL PROFICIENCIES**

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Learning Platforms: Cornerstone OnDemand, Litmos, SumTotal, Docebo, Moodle  
Design Suites: Articulate, Adobe, Google, Apple, Microsoft, TechSmith, Davinci  
Methodologies: Prosci, 5 Moments of Need, 5Di, ADDIE, SAM, Agile, GTD, DiSSS/CaFE  
Coding & Testing: SCORM, AICC, xAPI, HTML5, JavaScript, CSS, PHP, XML, Fiddler  
Additional Software: Tableau, YouTube ContentID, Wordpress, Avid, SlingStudio

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**EDUCATION & AWARDS**

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SONOMA STATE UNIVERSITY — Rohnert Park, CA  
**Bachelor of Arts in Communications Studies**

ROCKSTAR OF THE QUARTER (2018Q4)  
**Cornerstone OnDemand**

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**RECOMMENDATION**

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*“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