Jonathan J. Revelos
Knowledge Narratives Principal

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Qualifications:

- *20+ years experience in the eLearning, Instructional Design, and Knowledge Management arena*
- *Skills in Business Simulation and Instructional System design, development, and management, Human-Computer Interaction, Information Architecture, Story-based Learning, Social Learning and Knowledge-Based systems*
- *Successful design and management of multiple high impact Performance Improvement engagements for Fortune 500 clients*

Professional Experience

February '12 – August '13

KornFerry Int'l / Global Novations; *Waltham, MA (Atlanta, GA)*
Vice President, Business Simulation/Interactive Solutions

Instructional Design Lead focused on the design and development of innovative interactive eLearning solutions for Fortune 100 clients and transitioning an extensive library of classroom-based IP to an online medium. Consultant/Advisor on internal operational effectiveness improvement efforts related to project data collection/processing, content/knowledge management, and program assessment/measurement.

October '07 – November '11

Bank of America; *Charlotte, NC (Atlanta, GA)*
Vice President, Global Learning Organization

Leader within the Global Learning Organization, playing several roles related to improving the learning and performance of 300K+ employees. Specific areas of focus included Enterprise Compliance, Global Onboarding, Banking Center Operations (Sellers/Tellers/Leaders), and Global Curricula/Content Maintenance and Storage. Designed and helped lead the implementation of a pioneering Social Simulation solution offering, including a storyboarding tool developed in MS Excel.

May '03 – October '07

Tata Interactive Systems; *Mumbai, India (Atlanta, GA)*
N. America Director - Instructional Design; Chief Evangelist – Story-based Learning

Head of Instructional Design for North American operations. Responsible for supporting the N. American Sales Team and consulting with TIS clients during Analysis and Design phases of custom course engagements. Led an integrated multi-disciplined team in detailed responses to potential client proposals, and provided high-level guidance and support to Instructional Designers and Content Developers worldwide. Headed Line of Business Practice focused on the instructional benefits of Story in corporate education for the transfer and retention of knowledge.

October '01 – January '03

Media1st; *Atlanta, GA*
Chief Learning Officer

Externally responsible as company-wide Head of Instructional Design and Content Development for multiple video-centric eLearning initiatives for several large corporate clients (AllState, General Electric, Marsh, Citrix, Notre Dame). Internally responsible for designing and implementing an employee education and skills development program (Media1st University) and providing visionary leadership towards enhancing the instructional features and functionality of the iNstruct platform/product.

October '00 – May '01

Arthur Andersen; *Atlanta, GA*
Sr. Manager, Virtual Learning Network, eLearning Publishing

Instructional Design Manager for the definition and creation of a rapid-publishing toolset for asynchronous WBT and synchronous/instructor-enhanced WBT. Editor/Author of instructional design guideline resource for course designers that included instructional strategy approaches supported by the publishing tool/engine. Performed detailed content reviews of the Certified Internet Webmaster (CIW) curriculum as one of the initial efforts for rapid translation of Instructor-Led material to WBT using the new publishing toolset.

April '99 – September '00	### IXL Enterprises; *Atlanta, GA* *Senior Instructional Consultant, Global Learning Practices Group* Provided strategic and design thought leadership in the online learning and knowledge management domain to iXL's 3,000 employees in over 20 locations in eight countries worldwide. Planned, designed, and managed web-based performance enhancing solutions for major corporations that provided cost savings and maximized both the productivity and effectiveness of client employees and their customers.
April '98 – January '99	### Allen Communication; *Salt Lake City, UT* *Director, The Allen Academy of Multimedia* Led the management, promotion, and sales of a technology program that placed Allen Communication's suite of multimedia design/development software into high schools, community colleges, and universities inter/nationally. The Academy aimed to teach students the basics of instructional design and multimedia course development through active participation in a 'real-world' environment, focusing on effectively working in teams, managing customer expectations, and meeting deadlines.
August '91 - April '98	### Andersen Consulting; *Chicago, IL* *Manager, Media Technologies, Technology Integration Services Worldwide* Leader in the research of emerging technologies related to multimedia, and the knowledge transfer of mature technologies to Andersen's worldwide network of consultants. Specific areas of expertise included goal-based multimedia business simulation training design and development, and human-computer interface design. Assisted in the establishment of a Business Simulation line of business that was ultimately spun off as an independent company (Indeliq).

Select Relevant Consulting Experience:

NewYork Presbyterian Hospital, Fire Safety: *Story-based Regulatory/Compliance Training*
- Instructional, Design, and Project Lead for a revolutionary redesign of a mandated course on Fire Safety targeted at over 19K employees annually. Revised the traditional classroom lecture experience with a story-based WBT that conveyed the fundamentals of RACE (Rescue, Alarm, Confine, Extinguish / Evacuate) from the viewpoint of several fictional employees recalling a fire incident. Comprehension and Application of the targeted information was dramatically increased following the course rollout.

United Parcel Service, Leadership Academy: *Building a Winning Team, Building Financial Acumen*
- Primary designer and instructional consultant for two high fidelity business simulation courses targeted at newly promoted Division Managers. These multi-cycle interactive experiences were key capstone events in a larger classroom-based curriculum. BaWT taught how to identify and leverage the different management styles and personality types of team members to create an effective team. BFA concentrated on teaching the basics of how EVA and ROIC relate to maximizing total financial returns earned.

Blue Cross Blue Shield of Illinois, Image Processing System: *Software System Training/Simulation*
- Primary Instructional Designer in the creation of an online training program to teach the policies, procedures, and detailed mechanics in the use of BCBS-IL's network imaging system for flow control and general management of claims-related documentation. Became intimately familiar with the functions and features of the proprietary software package in place, as well as the business process models that defined its proper use within the organization.

Citibank, Risk Management: *High Risk Portfolio Segmentation*
- Lead Instructional Designer and function liaison between the client and the production team on an interactive course related to rules for credit lending extension decisions targeted towards new Market Risk Heads and Senior Credit Officers. The basics tools and heuristics used to categorize potential and existing customers into varying levels of credit worthiness were introduced and practiced within a variety of scenario-based exercises.

Colgate Palmolive, Magellan: *Global Sales Training*
- Led the instructional design effort in the creation of a 3-4 hour course on the different elements of the Colgate Global Sales "atom". Designed as a core centerpiece of the Sales training curriculum, this course was targeted to be taken by over 1700 employees including Senior Sales Management (VPs/Directors).

GE Contractual Services, GE Power Systems Training: *Thermocouple Maintenance and Repair*
- ✍ Created the foundational instructional architecture and strategy for a video-centric course on the installation, testing, and maintenance of Thermocouples used within large gas-powered electrical generators. Exclusive author of the course storyboard and script, and primary detailed design contact with the client and their SMEs for review and approval of course designs.

FedEx, METCA: *Customer Service Representative WBT*
- ✍ Led an instructional design team responsible for the creation of a series of web-based training courses on the procedures and techniques necessary to properly address customer requests regarding any of FedEx's several shipping service options. This training included the "hard" skills associated with the use of a new computer system, as well as the "soft" skills involved in conflict resolution and effective listening.

Pratt & Whitney, BDM: *Business Decision Making Course*
- ✍ Led the functional and technical portions of the conceptual design of a 20-30 hour business simulation of the financial and strategic decision making steps required to run a new engine program over the span of 10-15 years.

GE Capital, enCORE: *Tax/Legal Training in Business Acquisition*
- ✍ Lead designer of 50-70 hour high fidelity, open-ended business simulation of processes the company performs in managing the legal and tax issues that arise during the acquisition of a company. Sequel to CORE.

GE Capital, CORE: *Credit/Loan Processing Training in Financial Lending*
- ✍ Co-Lead designer of 40-60 hour high fidelity business simulation of the steps required for the proper review, assessment, and structuring of a request for financing from a expanding business. Distributed in over 15 countries. Awarded a New Media Magazine INVISION Award Silver Medal for The Best Educational CD-ROM of 1995, and named Best Training CD-ROM of 1995 by Brandon Hall of the "Multimedia & Internet Training Newsletter".

The Institute for the Learning Sciences (NWU), Engines for Education: *Multimedia Hyper-book*
- ✍ Major contributor in the design, development, and production of the multimedia hyper-book, Engines for Education by Dr. Roger Schank and Chip Cleary (distributed in print, CD-ROM, and WWW (www.engines4ed.org/hyperbook)). Solely coded a translation engine to automatically transfer the book's contents into over 350 HTML pages for viewing on the WWW. Website was recognized as 'Best of the Web' for Education by PC Week Magazine, and the 1996 InTRO Awards.

Education

1987 – '91	**The Ohio State University; *Columbus, OH*** BS Industrial and Systems Engineering, emphasis in Human Factors and Ergonomics
1992 – '94	**Northwestern University: The Institute for the Learning Sciences; *Evanston, IL*** MS Computer Science, emphasis in Artificial Intelligence, Cognitive Science, Education

Presentations and Published Articles

ISPI Global Conf 2009 – Orlando (Encore invitation)	ISPI Global Conf 2008 - Orlando
Day of Learning 2008 (ASTD/BAC) – Charlotte	eLearning Guild Online Forum 8/07 – Virtual
ASTD 2006 Conference & Expo – Houston	Learning 2005 – Orlando
Training 2004 - Atlanta	Training Directors Forum 2004 – Phoenix
TechLearn 2004 – New York City	Online Learning 2004 – San Francisco

Training & Development Methods Journal – V21, No. 3, '07: Igniting Instruction Through a Narrative Spark
   - Highly Commended Award winner, Emerald LiteratiNetwork Awards of Excellence 2008

Human Capital Management Magazine – Sept/Oct & Nov/Dec '07: 2-part Instructional Design Series on Story