

# GORDON LAM

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## CORPORATE TRAINING PROFESSIONAL: E-LEARNING

Inventive, confident and high-performance professional with over 15 years experience in the development, design, technological application, marketing, and management of industry-leading corporate performance improvement; a special expertise in e-learning. Thrive in a challenging, high-energy environment possessing unique abilities in internal and external customer relationship management. Qualifications include:

- E-Learning Instructional Design
- Blended Learning
- Management Development
- Needs Assessment
- Curriculum Development
- Presentation/Facilitation Skills
- LMS/LCMS/SCORM
- Software Simulation
- Knowledge Management
- Web Authoring Tools
- Synchronous Training
- Multimedia Development

## PROFESSIONAL ACHIEVEMENTS

### TRAINING & DEVELOPMENT

- Assisted in the creation of a blended learning initiative for the world's largest management training organization that generated over \$3 million in revenue in its first year.
- Created and delivered web-based instructional courseware recognized as "Best In Class" by E-Learning magazine in the category of soft-skills and leadership content design.
- Created the instructional design, simulations, web content, and learning portal to deliver live and on-demand financial systems training using synchronous and asynchronous training tools, which was accessed by over 120,000 employees in 27 countries, for a Fortune 50 pharmaceutical firm.
- Developed, within an interdisciplinary team, a successful Corporate University, the first of its kind in the non-profit health care industry, leading to a rating of number one in Information Week's annual ranking of the top 500 United States companies in the use of innovative technology.
- Created and implemented a comprehensive new-hire training program delivering live, full-scale training to over 600 employees in 30 days.

### MANAGEMENT AND SUPERVISION

- E-Learning instructional design and development manager for one of the world's most respected management training organizations, including taxonomy development for a Learning Content Management System (LCMS), as well as administration for the corporate Learning Management System (LMS).
- Built and managed key technology partnerships as well as content provider, vendor, and consultant relationships that resulted in process consolidation and significant cost savings.
- Supervised and trained a dynamic staff of over 70 personnel in reservations, sales, and special services generating annual revenue in excess of \$280 million.
- Interviewed, hired, lead, motivated, coached, and evaluated employee performance in both hourly and union environments, designing performance-based incentives for 100 person hourly workforce that increased employee retention by more than 21%.

### SALES AND MARKETING

- Developed successful promotional and sales marketing strategies including the in-house marketing of a company-wide implementation of a Corporate University, resulting in 100% enrollment rates for all courses.
- Coordinated effort to use E-Learning for Knowledge Management through the use of learning objects via a corporate Learning Management System.
- Repeatedly achieved sales awards, including Top Salesman of the year given for consistent, outstanding sales achievement across multiple product lines.

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## TECHNOLOGY/APPLICATIONS

- Expertise in the instructional and content design, as well as the production and delivery of synchronous virtual training, using tools such as Adobe Connect, Webex, Centra, LiveMeeting, and Blackboard.
- Skilled in the use of web and graphics/multimedia development tools such as Dreamweaver, Flash, and Photoshop.
- Knowledge of web-based training content development tools such as Lectora, CourseBuilder, and Authorware.
- Extensive experience in developing training simulations, including the use of Captivate, Firefly, ViewletBuilder, and Camtasia.
- Experience in the integration, training, deployment, and administration of Learning Content Management Systems (LCMS) and Learning Management Systems (LMS), including Pathlore, SumTotal, and EEDO's ForceTen.

## 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
- Member of E-Learning Guild
- Member of ASTD, American Society of Training and Development

## PROFESSIONAL DEVELOPMENT & PUBLICATIONS

- *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 Macromedia Dreamweaver & Flash:* Noble Desktop LLC
- *Author, Top 10 Web Design Blunders:* The Encyclopedia of Educational Technology
- *Creator and Administrator of E-Coaching Social Networking Website:* <http://pinotnet.ning.com/group/eoaching>

## ONLINE

- Website Domain: [www.onthelam.com](http://www.onthelam.com) and [www.elearningdeveloper.com](http://www.elearningdeveloper.com)

## EMPLOYMENT HISTORY

- *Independent Consultant:* E-learning and Virtual Training Development and Delivery Ongoing
- *Manager, Web Development:* American Management Association, NY 2005 to 2008
- *Financial Systems Training Analyst/Consultant:* Accenture Inc., Client - Pfizer, NY 2004 to 2005
- *Training Development Specialist:* HIP Health Plans, New York, NY 1999 to 2004
- *Career Development Trainer:* Virgin Atlantic Airways, Norwalk, CT 1998 to 1999
- *Training Specialist:* Cunard Cruise Lines, NY & Miami, FL 1994 to 1998
- *Reservation Sales Agent:* British Airways, NY 1993 to 1994
- *Professional Musician & Freelance Consultant:* Numerous employers 1987 to 1994
- *Account Executive:* W.J. Nolan Securities, NY 1986 to 1987