

Edward M. Blackwell

eblackwell@thealliance.com

174 Park Ridge Ln., Aurora, IL 60504

Mobile: (630) 542 – 6468

OBJECTIVE

Proven, Responsible, Seasoned, Flexible and Objective Training Professional “Available” to Join a Hi-Performance Instructional Development Team.

CAREER OVERVIEW

Instructional Design Consultant

RGP Chicago, IL - (Change Management, Training Delivery) 08/14 – Present

CARA Corporation Oak Brook, IL - (Program Development, Training Delivery) 01/14 – Present

Alliance Information Services Aurora, IL

04/12 – Present

Vice President Operations (Managed IT and Ad Tech Services)

Responsible for instructional design, development and facilitation of process and services to clients.

Salesforce.com Aurora, IL

07/05 – 04/12

Senior Application Instructor (Global Services)

Responsible for partnering with client project teams to build and manage interactive Customer Relationship Management (CRM) training programs for sales and marketing teams to support the implementation of the Salesforce.com platform into their business processes.

- Manage performance enablement projects for enterprise, medium & small business sales and support clients including performance metrics, change management, solution design, delivery and business process re-engineering using on-demand applications.
- Managed client relationships to establish industry best practice baselines to empower the transfer of learning.
- Consulted with clients to formulate user adoption strategies associated with best practices for application utilization.
- Performed needs analysis to identify and scope user requirements, business rules and supporting documentation.
- Developed Salesforce.com training programs for executives, managers, sales teams and “Power Users.”
- Facilitated “Train the Trainer” sessions to develop client instructors for successful deployment of Salesforce.com training within their organizations.
- Delivered Salesforce.com end user training programs to executives, managers, sales teams and “Power Users.”

Certification Accomplishments:

As an employee at Salesforce.com I held the following certifications

- Salesforce Administrator
- Salesforce Advanced Administrator
- Salesforce Developer
- Salesforce Sales Cloud

True Value Corporation Chicago, IL

06/03 – 07/05

Instructional Design Consultant (True Value University)

Arthur Andersen, LLP St. Charles, IL

03/96 – 04/02

Instructional Design Manager (Performance and Learning Group)

EDUCATION

MS Corporate Communications, Ithaca College, Ithaca, NY 1996

BA Communications, University of Notre Dame, Notre Dame, IN 1989

www.EdBlackwell.com