

# Jeffrey Newman

Learning and Development Leader | Instructional Designer | New Hire Training Expert | Employee, Leadership, and Organizational Development

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## Experience

**Socialive** SaaS video content creation platform <https://socialive.us/> **2021 - Present**

*Manager of Training Enablement (October 2021 - Present)*

- Collaborate with cross-functional teams to identify, prioritize, design and deliver targeted development programs
- Create new hire onboarding tracks and ongoing development for Sales and CS roles
- Create Sales Demo and Pricing and Proposal Certification programs for Sales and Customer Success roles
- Coach executives, managers, and ICs on feedback methodology, overcoming objections, and addressing concerns
- Onboarding, enablement, and adoption of several Salesforce implementations
- Implementation of MEDDPIC sales qualification methodology across the organization
- Establish metrics and reporting to measure the impact of L&D initiatives on individuals and organization
- Build enablement strategy and assets for weekly VILT/ILT sessions with Sales, CS, Implementation, Support, and Production services teams

*Technical Curriculum Developer (February 2021 - October 2021)*

- Perform needs analysis and evaluate existing training programs to make recommendations for improvement
- Create product release courses with how-to video, demo best practices, strategic positioning, progress checks and reinforcement activities
- Provide coaching and mentoring to promote professional growth and development
- Follow ADDIE to establish and grow evergreen, self-serve resources for external and internal enablement
- Responsible for enablement tech stack for both customer-facing and internal learners; Guru, Gong, LMS, Salesforce, Camtasia, Captivate
- Led migration to and adoption of new company-wide knowledge management platform Guru
- Routinely learn the multitudinous and complex quickly in order to explain simply to others

**DocuPhase** document process automation software <https://docuphase.com/> **2015 to 2021**

*Director of Training (February 2019 - January 2021)*

- Responsible for development, delivery, and improvement of all internal and external enablement curriculum
- Develop, facilitate, and administrate multi-week in-classroom certification program

*Corporate Trainer (October 2015 - February 2019)*

- Enable consistent use of DocuPhase "Best Practices" through mentorship, guidance, and hands on activities
- Create and develop LMS and knowledge base for DocuPhase partners and end users

**Apple** computer and consumer electronics <https://apple.com/> **2004 to 2015**

Varied roles in increasing responsibility and scope as leader, facilitator, trainer, and technician.

- Coordinate with regional and corporate teams to deliver world class training
- Manage, administrate, and facilitate new hire onboarding and employee development
- Create on-demand curriculum; presentation skills, composure, problem solving, dealing with ambiguity
- Facilitate group software workshops. Mentor and develop sales staff. Navigate varied adult learning styles

**Shakespeare & Company** theater company Lenox, MA <https://shakespeare.org/> **2005 to 2006**

*Director / Actor / Education Artist / Tour Manager*

## Education -

Purdue University B.A. Communications, B.A. Theater, English Minor

**May 2004**

## Software and Methodology Skills:

ADDIE instructional design: Captivate, Camtasia, Premiere Pro, Final Cut Pro Certified Instructor, Photoshop. HCM: Rippling, TriNet, ADP, Kronos. LMS: LearnUpon, Sharepoint. Knowledge Management: Guru, Confluence. Salesforce. MEDDPIC. OCM program management. Project Management: Asana, Monday.com. Mentor Skills train-the-trainer, Feedback, Growth mindset. Apple Certified Mac Technician. Google Drive, Docs, Sheets, Slides, Forms. MS Word, Powerpoint, Excel. Wordpress. JavaScript. SQL.