

Mark Siegrist

256 Strawberry Lane ♦ King of Prussia, PA 19406 ♦ 610-592-5659 ♦ mark2741@gmail.com

LinkedIn: <http://www.linkedin.com/pub/mark-siegrist/5/367/a1>

Training Leader

Top-notch, results-driven training program producer and leader.

Vertex Inc., Berwyn, PA

Nov 2000 – Present

Manager – *Customer Education*

Feb 2010 – Present

Supervisor – *Customer Education*

Feb 2009 – Jan 2010

Sr. Instructional Designer – *Customer Education*

Feb 2004 – Jan 2009

Intermediate Instructor – *Customer Education*

Feb 2000 – Jan 2004

**Earned several promotions, from Intermediate Instructor to Manager*

- Sustained, superior performance resulting in consistent promotions throughout tenure
- Leading triple-digit growth in web-based training and student attach rate by launching new technical courses, streamlining learning delivery systems, increasing traffic, and marketing training to internal and external customers.
- Currently overseeing strategy, vision and P&L for the *Customer Education* group, delivering a \$500,000 increase in training revenue over prior year and a triple-digit increase in attach rate for customer training, within only 1 year.
- Managing design, development, and deployment of multiple training products, including *asynchronous (self-paced) web, synchronous (live) instructor-led and traditional classroom-based instructor-led training.*

Key Successes Include:

- Performance Rated "Exceeds Expectations" as part of the corporate annual performance review process, years 2003 – 2006, 2008 – 2013, therefore qualifying for highest possible merit and organizational bonus increases (only single-digit percentage of employees qualify for this annually)
- Successfully managing project revenues ranging from \$250k to \$900k, with up to \$1M in gross contribution.
- Successfully diversifying training offerings by building out an e-learning design and development team to create custom content in partnership with internal subject-matter experts.
- Launching dozens of results-driven training offerings (web-based courses, traditional courses, web-based performance support aids, software simulations) including:
 - Designing and launching a self-paced training web portal for income tax customers, resulting in over 60% registration/attach rate.
 - Developing a virtualization strategy for delivering training to employees, partners, and customers anywhere in the world, in both synchronous and asynchronous environments
 - Published expert in the use of virtualization for training - [article](#)

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ING Variable Annuities, West Chester, PA

May 1999 – Nov 2000

Training Specialist

- Earned significant promotion from Training Coordinator to Training Specialist in just 6 months.
- Spearheaded redesign and delivery of new-hire orientation program.
- Achieved NASD Series 6 and Series 63 licensure.

US Navy, Various Locations

Aug 1989 – Aug 1995

Fire Controlman 2nd Class

- Promoted from *Seaman* to *Petty Officer 3rd Class* to *Petty Officer 2nd Class* in less than 5 years, earning consistently increased responsibility, and eventually leading watch teams as Missile System Supervisor during watch teams in Operation Desert Shield.
- Trained on, maintained, and operated the Aegis Operational Readiness Testing System, Harpoon Missile System, and Mk 68 Gun Fire Control System

EDUCATION

Master of Science in Adult and Organizational Development

Temple University; 12 credits completed

Certification; Adult and Organizational Development

Temple University 2002

Bachelor of Science in Education

West Chester University; May 1999

SKILLS & TOOLS

MANAGERIAL: Team Leadership • Training Product Launches • Budget Management • Content Origination, Editing & Production • Technical Training • Financial Oversight • Business Strategy & Planning • Online Publishing • Forecasting

TECHNOLOGICAL: Learning Management Systems • Adobe Connect • Articulate Storyline • Articulate Presenter • Adobe Flash • Actionscript 2 and 3 • Adobe Captivate • Adobe Fireworks • Adobe Photoshop • Microsoft Office • Google Analytics • Python 2 and 3 • HTML • JavaScript • Java Enterprise • Linux • OS X • Web and Application Servers • VMware

INDUSTRY AFFILIATIONS & MEMBERSHIPS

E-Learning Guild ♦ American Society of Training & Development (ASTD) ♦ Pennsylvania Area Distance Learning Association (PADLA)