

# STACEY GOPPMAN, PMP

Accomplished learning leader with over 20 years of deep expertise in, and successful application of, the modern instructional design and development life cycle to analyze, design, develop, execute, manage, measure, and reinforce customized learning solutions that meet key business needs and drive results. Enthusiastic about engaging learning experiences that provide measurable behavior change.

## STRENGTHS & TOOLS

*Effective Communication*  
*Time Management*  
*Agile Project Management*  
*Manage Ambiguity*

*Cross-functional Partner Collaboration*  
*Detail-oriented*  
*Prioritization*  
*ADDIE & SAM*

*Learning Data & Analytics*  
*Scalable Learning Strategy & Execution*  
*Soft and hard skill learning for sales, leadership, internal partners, clients, and vendor partners*

*Healthcare Software*  
*Articulate 365, Rise, Captivate, Venngage, Canva*  
*Microsoft Office Tools, SAP, Workday, Workfront*  
*Trello, Smartsheet, Miro, Salesforce*

## CAREER HIGHLIGHTS

- Designed, developed, executed, and managed a training reinforcement program for a top-3 global healthcare company, driving sales employees to a 95% compliance rate in utilizing their new opportunity management program and Salesforce.
- Lead a team of five to deploy virtual onboarding programs for new sales expansion of 2000 associates across five roles, with overall level one score of 4.8 out of 5.0.
- Programmed, coordinated, and facilitated annual Delta Learning Summit for over 300 global learning & development employees, contractors, vendors, and partners, earning an overall satisfaction rating of over 90%.
- Earned Platinum-level Award with 13 Culture Awards given by leaders, demonstrating values like Entrepreneurial Spirit, Excellent Customer Service, and Taking Care of Our People.

## PROFESSIONAL EXPERIENCE

### THE HOME DEPOT, Atlanta, GA

2019- Current

#### Senior Instructional Designer

- Execute and manage project and ID team to produce twenty learning assets for 450,000 store leaders and associates during a transition period of store leadership structure and role changes.
- Serve as subject matter expert on learning measurement by consulting and collaborating with learning partners to create and align level one to three measurement gathering and analysis to drive and improve learning outcomes.
- Streamline LMS deployment process, map content to competencies, and create process and deployment guide to improve execution efficiency. Develop and facilitate departmental training for over 150 instructional designers.
- Redesign of the six departmental MS Teams sites to increase interdepartmental communication, collaboration, self-development, and efficiency for over 250 leaders and associates.
- Mentor associates to facilitate self-development and network building to meet their professional career goals.

### ASSOCIATION FOR TALENT DEVELOPMENT, Atlanta, GA

2019

#### Director of Member Services (Volunteer Post)

- Directed the work and priorities of the Atlanta ATD chapter to map chapter database to ATD national standards.
- Completed chapter's database clean-up and reformatting to enhance member experience, retention, and data collection.
- Monitored for and reported any changes in membership data to inform decisions on strategies and initiatives.

### DELTA AIRLINES, Atlanta, GA

2016-2019

#### Learning Designer III

- Lead the strategy, design, development, and execution of various types of learning offerings on multiple LMS platforms for an enterprise audience of 450,000 global employees, contractors, partners, and vendors.
- Served as Training Lead on HR enterprise project team to build, train, deploy, and support new SAP LMS. Created over fifteen assets for super-users and users of the new LMS.
- Managed external vendor partner relationships to ensure quality of various outsourced CBT, WBT, eLearning, and digital learning projects and programs.

**MINDMARKER, Atlanta, GA**  
**Program Manager**

**2014-2016**

- Provided detailed analysis of participant and measurement data (levels one, two, and three) for partner use in continuous employee development and organizational improvements.
- Created detailed SOPs and project plans for internal processes, procedures, and roles to improve cross-functional efficiency and partner outcomes.

**UNITEDHEALTH GROUP, Minneapolis, MN**  
**Instructional Design Manager**

**2007-2014**

- Managed a team of three instructional designers to develop and deploy internal and external training on customized EMR.
- Served as SME for flagship data and analytics software with leaders, subject matter experts, product managers, sales, and developers to support development, deployment, and evaluation of strategic learning initiatives and curricula across internal product lines and business units.
- Maintained, analyzed, and provided data on partner and internal courses, curricula, schedules, and evaluations within the LMS and cloud-based User Community portal.

**Project Manager, Implementation and Training**

- Drove complex software installation, build, deployment, upgrade, training, go-live, and optimization projects, ranging from \$5000 to \$4,000,000, to on-time and on-budget completion.
- Articulated and managed project goals, scope, and risks to align with stakeholder and business needs, program strategy, and execution.
- Designed, programmed, and facilitated internal and partner training and continuing education courses at international partner conference with over 2,000 employees, clients, and vendors.

**Senior Training & Implementation Consultant**

- Consulted with clients to create customized EHR pre-implementation process road maps and future state scoping plans.
- Scheduled and facilitated post-go live optimizations of EHR build, use, and training process.
- Facilitated over 3,000 hours of client training on healthcare software.

**COBB COUNTY BOARD OF EDUCATION, Marietta, GA**  
**Lead ESOL Teacher**

**2000-2007**

- Developed, differentiated, instructed, and measured based on benchmarked standards, district goals, and student needs analysis.
- Managed district ESOL team and over 5000 ESOL student records to meet local, state, and federal compliance guidelines.
- Maximized ELL engagement by selecting and utilizing appropriate instructional technologies to scale across entire district.
- Developed and maintained the first ESOL website for the Cobb County School District.

## EDUCATION AND CERTIFICATIONS

Certified Project Management Professional

Master of Science, Instructional Technology  
Georgia State University

Bachelor of Science, Academic Studies/Spanish  
Sam Houston State University

## PROFESSIONAL MEMBERSHIPS

Association for Talent Development (ATD) – **2019 Director of Member Services, Atlanta Chapter**

Learning Guild

Project Management Institute (PMI)

Technology Association of Georgia

Healthcare Information and Management Systems Society