

Proposal to

City of North Miami Beach

For

Technical Trainer

From



401 E Las Olas Boulevard, Suite 1400
Ft Lauderdale, FL 33301

v 305-510-9819

June 27, 2022

Background and Objective

City of North Miami Beach has requested help with Technical Training services. Vitaver & Associates will provide a contractor to work as directed by responsible staff of the City of North Miami Beach.

Manager, Technical Trainer

Job#: 6600

Scope Variant

Maps to level A: Team Leader

General Characteristics

Manages the IT training life cycle, including needs analysis, training strategy and development and delivery of training programs and tools for IT professionals and end-users. Additionally, implements and manages a skills management and competency development process for the IT professional staff and end-user community.

Coordinates or provides services to identify business and subsequent training drivers for the organization and identifies technology drivers for the analysis of roles and their associated skills and competencies. Leads analysis of current skills to identify skill gaps and works with IT to prioritize skills training and development imperatives. Ensures a technical learning environment exists in the organization. Responsible for ensuring capability of technology is maximized through effective training, resulting in transfer of knowledge and skills that support organizational needs.

Oversees the development of curriculums and specific courseware to address skill gaps for IT professionals and end-users and oversees the selection and usage of various training delivery systems and certification/testing methods to assess the effectiveness and efficiency of programs. Measures training return on investment (ROI) and helps to pilot test new training techniques, strategies, tools and processes to increase training effectiveness.

Dimensions

Education:

Bachelor’s Degree in Instructional Technology, Computer Science, Information Systems, Education, or other related field. Or equivalent work experience.

Experience:

A minimum of 7 years of Training (including curriculum development for IT and instructional technology) experience, 2 or more years of training management experience.

Cost Estimate

Services will be provided utilizing The Florida State Term Contract for Information Technology Services # 80101507-21-STC-ITSA - <https://bit.ly/3K9b9sZ>

Job Title	Job Number	Scope Variant	Number of Hours	Rate per Hour	Cost Estimate
Business Analyst	6600	Team Leader	720	\$70	\$50,400

Consultant's Profile

Francisco J. Mayorga

Leading expert on e-learning technologies and industry analyst on instructional design, knowledge management, performance optimization, business process design and implementation, next generation learning models, corporate talent training and retraining. Chief architect of online learning solution or LMS, managing curricula lifecycles, leveraging of authoring/simulation software, and learning/content management systems, to support large scale instructional design projects. Skillful and power user of Storyline 360, Captivate, Camtasia, and leading tools of trade. Author of several frameworks and patent pending methodologies most notably the *Knowledge and Skills Transferal (KST™)* system, and *REVERSO™* a superior solution for rapid conversions from ILT to VILT.

- FORTUNE 500 level instructional designer, and developer with 20+ years of experience as both individual contributor and managing teams of instructional designers, contractors, and trainers.
- Expert at SME knowledge extraction, streamlining, content curation, preservation, repurposing, and cross-generation transferal of essential *know-hows* and *best-practices* for onboarding, offboarding, and advancing proficiency programs.
- Proficient at scoping, needs analysis, curriculum design, lesson plan design, course creation, LMS administration, technical training, online assessments, and project reporting/evaluation using predictive learning analytics with various hindsight, insight, and foresight measures.
- Expert in technical training, designing and presenting business processes visually, BPM, and aligning operational procedures to key performance measures within a business process architecture at the FORTUNE 500 level.
- Specialist in discovery, extraction, analysis, redesign, and coordinating know-hows to improve processes step-by-step using user-friendly techniques and templates such as swimlanes and flowcharts (using Visio and EdrawMax).
- Recognized multimedia and gamification expert, audio engineer, videographer, motion graphics and 3D animator specializing in converting difficult content into easy to learn interactive visual experiences.
- Skilled at carrying out complex tasks while applying learning and performance improvement models including ADDIE, SAM (Agile), Kirkpatrick, Cagne, Bloom, 5E instructional frames (with NGSS adaptation), adaptive learning (with virtual scaffolding), HPT, and First Principles of Instruction.
- Skilled at partnering with CEOs, Executive teams, and upper management to define enterprise processes, determine where to simplify quickly, implement learning strategy roadmaps and provide enterprise learning solutions that work.
- Experience leading Learning and Development initiatives and training support functions throughout Mexico, South America, as well as the United Kingdom, the United States, and Canada.
- A fully bilingual and veteran instructional designer with multicultural perspectives and transnational business experience with some of the world's leading brands such as PEPSI, NESTLE, COLGATE-PALMOLIVE, BAYER, BIMBO, and VISA.

EXPERIENCE

MAYORGA ASSOCIATES: Miami, Florida

08/01/2020-Present

Senior Instructional Designer and Developer, Learning and Development Consultant

Designing training programs, eLearning courses, and consulting for FORTUNE 500 level companies helping them solve their most complex learning development challenges through innovation, a unique set of skills,

insight, and an exclusive arsenal of capabilities that include strategy, talent development, business/functional process design, curriculum design, instructional design, technical training, and delivery.

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Currently leading a virtual team of Senior level Instructional Designers, Graphic Designers, Developers, and Trainers to provide learning solutions, business process training, technical training, and talent development resources for several companies and organizations.

Recent clients and assignments include worldwide consulting firms such as *North Highland* (ranked by AML Institute as one of the top business strategy consultancies above KPMG, Accenture, Booz Allen Hamilton, IBM, etc.) as well as work for the *Florida Department of Economic Opportunity (DEO)*, *Pivotal Dynamics*, *EGOB*, *UPB*, and *Horne, LLP*.

ADP TOTALSOURCE. : Miami, Florida

08/12/2014-07/27/2020

Lead Instructional Designer (Senior)

Served as trusted advisor to leadership, stakeholders, and ELBPs on the design, development, and implementation of learning programs and solutions with a \$2.5M budget impacting 4,500 internal Associates and 27,000 client companies.

Led teams of Instructional Designers and Developers, including senior level Designers, Specialty Learning Consultants, and managed several vendor relationships.

Promoted the use of performance optimization initiatives, having oversight of client and associate training programs and created multifaceted training frameworks.

Played a leadership role in blended curriculum design, process design, course production, and maintenance for critical onboarding, offboarding, advancing proficiency, open enrollment, implementation, win as one, and year-end projects.

Drove processes of learning innovation, growth, utilization, reductions of cost per learner, and partnered with the business to ensure a good ROI on ADP’s world-class training programs.

Had oversight of 40-45 concurrent HRO Enterprise Learning projects with hundreds of courses, workstreams, and Human Capital Management solutions that interweaved business unit strategy and goals.

APEX SYSTEMS, INC. : Miami, Florida

11/2013-8/12/2014

Senior Instructional Design Consultant for ADP TotalSource

Worked on assignment at ADP as Senior instructional design consultant for Learning Solutions Group – TotalSource and Resource divisions on various high visibility instructional design, development, leadership, and performance projects as well as HRBP New Hire and Associate training initiatives.

- Designed and implemented a flipped model approach for Rapid Knowledge extraction and Instructional Design, increasing efficiency and efficacy in the way that training was conducted.
- Revolutionized staff/management training by advocating for “PowerPoint-Less” delivery sessions and made videography for learning fashionable resulting in higher levels of engagement and retention.
- Introduced video snippets and learning bytes of targeted information (*Just in time, Just enough, Just for me*) using numerous development tools including Captivate, Storyline, Camtasia, Adobe Premiere.
- Collaborated to build an Executive Leadership program for ADP Totalsource using as base: James M. Kouzes and Barry Posner’s “The Leadership Challenge.”

WORLD FUEL SERVICES : Miami, Florida

6/2011-

3/2013

Global Instructional Design and Technology, Manager

Worked in the Human Resources department as head of Global Instructional Design and Technology to create curricula and implement custom courses as needed by the company's three international divisions (Aviation, Marine, and Land) impacting 1800 employees, 8500 customers, and 8000 suppliers globally.

- Oversaw development of WFSU technology platform, policies and procedures, ensuring course content was engaging and creating marketing campaigns that increased WFSU utilization.
- Partnered with executive leadership to develop annual learning plans and worldwide organizational development.
- Monitored investment and expense of Instructional Design tools, vendors, contractors, and other Talent Development resources.

TEKSYSTEMS: Doral, Florida

6/2010-6/2011

**Senior Instructional Designer / Director of Training
(Interval International, Univision Interactive Media)**

Worked for Teksystems on several key accounts such as Interval International and Univision Interactive Media as Senior Instructional Designer in the organization of training departments, learning and development strategies, design of training materials, advanced multimedia projects, e-learning, annual certifications. Founded the *UIM Training Department* and led several dynamic corporate training initiatives.

WESTERN UNION, LLC: Sunrise, Florida

7/2007-

2/2010

Senior Instructional Designer (Canada, Latin America, United States)

Worked as the Senior Instructional Designer and Developer for the Americas region in the design of training materials, policies and procedures, multimedia projects, and global e-learning programs. Worked closely with subject matter experts, associates, executives, focus groups, clients, and secondary sources to devise new instructional content that was delivered successfully via instructor led regional agent training events, e-learning, or a combination of both delivery methods across North America and the LATAM region.

EDUCATION

Master of Business Administration (M.B.A.) - ALBERTUS MAGNUS INSTITUTE

Bachelor of Arts (B.A.) - INDIANA UNIVERSITY: Bloomington, Indiana USA

Philosophy and Writing Composition - YALE UNIVERSITY: New Haven, Connecticut USA