

PATRICIA STILWELL

PROFESSIONAL DEVELOPMENT LEADER

Wilmington, NC · (240) 291-8092 · pattyscanlon77@gmail.com · [linkedin.com/in/patriciastilwell/](https://www.linkedin.com/in/patriciastilwell/)

Engaging Professional Development Leader offering 20 years helping teams create extraordinary customer experiences. Passionate about contributing to an organization's ability to successfully achieve and excel in all aspects of mission and values through the creation and execution of learning strategies. Proven results designing, delivering and implementing high-impact solutions that enable employees and leaders to achieve measurable business results.

CORE COMPETENCIES

- People & Talent Management
 - Performance Consulting
 - Instructional Design & Development
 - Program Design & Implementation
 - Sales Enablement
 - Product Launches
 - Leadership Development
 - Relationship Management
 - Knowledge Management
 - Business Presentations
 - WordPress Web Design
 - Project Management
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PROFESSIONAL EXPERIENCE

FIVESTARS BY SUMUP

2019 - 2023

Director of Learning & Development (2021 - 2023)

San Francisco, CA

Responsible for the overall design and execution of strategy and team management for Learning & Development of SumUp North America. Designed and managed organization infrastructure including budget, team capacity plan, OKRs, workflow process, and project prioritization. Present weekly scorecards and qualitative feedback to CEO & COO that demonstrate Level 1 - 4 results of the sales and operations organizations training for onboarding and ramping programs.

- Hired, managed, and developed a team of 8 learning specialists which include the roles of Sales, Sales Development Reps, Operations, and Product Trainers, Instructional Design, and Knowledge Managers.
- Developed and facilitated multi-day, blended learning Trainer Certification Program for new Trainers within the organization; on-going development covered advanced learning theory and practices, performance consulting, and basic design using Google Suite, Microsoft Suite, SnagIt, Camtasia, and Canva.
- Supported the design, development, and facilitation of onboarding and ramping training for 100+ Outside Sales Representatives within 11 months, Inside Sales, SDR's, Customer Care, Advanced Technical Support and Retention.
- Drove sales enablement efforts via development and maintenance of Sales Playbook, quick reference guides, product alpha and GA launches, process updates, and training & support of tools including Salesforce, Salesforce Maps and Gong.
- Directed the overall launch, from gap analysis to evaluation, of a major product launch for the entire sales organization and operations; rollout included in-person facilitation in 6 locations across the U.S.
- Oversaw the reconstruction and continued maintenance of internal Knowledge Management System (KMS) for Operations, Inside Sales, and SDR teams inclusive of new taxonomy, template, and brand.

Lead Instructional Designer for Revenue Enablement (2019 - 2021)

Partnered with organizational leaders & managers to conduct full needs analysis for learner-centered, performance-based training & development programs. Leverage multiple adult learning methodologies including A.D.D.I.E. and S.A.M. to align learning objectives, develop training curricula and content, and evaluate training effectiveness for sales and operations professionals. Create both single class and multi-week learning curriculum for new employee onboarding, cross-training, and up-leveling of employees for synchronous, in-person and virtual instructor-led training courses. Conducted V.I.L.T. via Zoom and Google Meets, and I.L.T. sessions for Trainers, Managers, and end-users.

- Program manage internal LMS, creating the overall structure of learning library, curriculum distribution and facilitation, and manage end-user profiles.
- Conducted performance consulting and partnered with subject matter experts to design facilitation materials and supporting content including presentations, sales playbooks, quick reference guides, knowledge base articles, videos, and interactive modules to engage learners.
- Design self-paced videos and interactive modules for asynchronous learning leveraging tools such as Camtasia, Articulate Rise and Storyline and implementing via WorkRamp LMS.
- Create customer-facing marketing videos and sales collateral.

PARADIGM PERFORMANCE CONSULTING

Founder, Performance Consultant, Creative Director

2017 - 2019

Hedgesville, WV

Collaborate with executive & organizational leaders, managers, and associates to create and implement strategic vision for small and mid-sized organizations of 7 - 1200 employees. Develop, design and deliver customized Leadership, Sales, and Customer Service training curriculums & quality programs to drive improvements with training results, client engagements, sales improvement, client onboarding, and retention of clients. Facilitate the creation of corporate and organization strategic annual plans.

- Facilitated employee and membership surveys and focus groups to identify demographics, gain qualitative feedback on strategic direction, and evaluate process improvement opportunities.
- Create project and communication plans in alignment with corporate and organization strategy, with focus on end-state and people impact, accountability, implementation timelines and success metrics.
- Built and maintained website via WordPress.org, leverage a variety of plug-ins to create interactivity and engagement.
- Facilitate behavioral assessments and training, aligned with DISC tool, to drive improvement in communication amongst teams and client interactions; results demonstrate behavioral adjustments in Sales and Leadership.

FIRST DATA CORPORATION

Director, Performance Development (2015 - 2017)

2015 - 2017

Hagerstown, MD

Collaborated with the senior leadership team to determine the performance expectations of their organizations, in alignment with corporate goals, to build strategic learning and development programs. Assembled and led a team of 16 managers, facilitators, and coaches to execute the overarching programs to our end users. Create an engaging environment to motivate & develop Training & Quality Managers with a focus on enhancing performance capabilities, driving business results, and innovating & iterating concepts. Ensure the completion and distribution of weekly, monthly, & quarterly scorecards and communications to all levels within the organization.

- Created marketing materials for retention initiatives and campaigns that resulted in an increase in compliance and 3 successive weeks of positive Net Zero (Net Promoter Score).
- Created a Quality Assurance Program targeted to drive improvement in the client experience and 'likelihood to recommend' by leveraging extensive feedback of Voice Of Client (VOC) & Net Promoter Score (NPS).
- Implemented a formalized coaching process and employee goal-setting plan which recognized an improved quality score across all functional areas from 93% to 99% within one quarter; tied VOC results to Quality results to track impact to the client.

Manager, Training (2011 - 2014)

Partnered with organization leaders to define and implement a strategic realignment of the supported teams. Assembled and led a team of 3 Instructional Designers and facilitators in reaching the desired state. Managed the overall strategy for the design and facilitation of multiple new hire and on-going learning programs for an organization of 350+ team members.

- Developed and delivered multiple enhancement training on topics such as retention, excellent customer service, consultative cross sales, systems, process & product; recognized a 20% improvement in retention and service experience of high-valued customers.
- Designed curriculum for new strategic groups directed at the retention of accounts in the upper revenue tier, resulting in \$7MM of revenue savings in the first year.
- Re-designed New Hire curriculum for Relationship Managers to include a blended approach which minimized time in the classroom, emphasized learning on the job and decreased ramp up time by 3

ADDITIONAL EXPERIENCE

FIRST DATA CORPORATION

Senior Training & Design Specialist

2008 - 2011

Relationship Management

1999 - 2008

EDUCATION

BACHELOR OF ARTS

Shepherd University

Shepherdstown, WV

CERTIFICATIONS & MEMBERSHIPS

Association for Talent Development (ATD), Member
DISC Behavioral Analysis

Richardson Sales Training Certification
Richardson Consultative Selling