GEORGE R. BRADFORD

Consultant / Instructional Designer / Technology Support Specialist

Cell: (805) 403-6118 Email: mendobiz@hotmail.com

SUMMARY OF QUALIFICATIONS

- Keywords: Technology services business owner, proposal and technical writer, editor, project manager, organizational developer, instructional designer, instructor, online help / performance support system specialist, technical marketer, technical products and services sales, and Team Builder / Player.
- More than ten years experience managing projects to analyze business processes and requirements and to design instructional and performance support (EPSS) solutions and strategies. Experience conducting technical feasibility assessments for e-Learning and performance support solutions to global companies, such as GM, Lyondell, GATX Capital, Stanford University, Fort James Corporation, The Capital Group, SolArc, and Advanced Micro Devices.
- Constructed evaluations for course, instructor, material, and environment, check your understandings, quizzes, and fully criterion-referenced tests. Constructed and implemented strategies to measure business impact as a result of the training and calculating the ROI of training projects. Demonstrated and implemented strategies to measure effectiveness of performance improvement programs.
- Support development and delivery of university faculty training for developing online coursework using Blackboard. Experience writing and designing training solutions for call centers, accounting pools, sales agents, and the supply chain, as well as writing technical software documentation for print or online access. Wrote product specifications documents, design documents, test plans, and scripts. Wrote business proposals and responses to RFPs, project plans, communication plans, issue/problem tracking documents, and risk assessments. Designed and implemented usability tests for web-based training support solutions. Edited course materials designed for online delivery as web-based instruction, covering computer applications, database design and programming, project management certification, and sensory science and consumer testing.
- P/L experience managing services projects and technical products sales and marketing, including front-end analysis projects for more than 10 global organizations. As business owner, redefined business mission, objectives, policies, and implemented. Rehired, trained, supervised, and grew technical and store support teams. Developed customer service goals and policies, as well as service delivery procedures. Found and developed vendor channels. Sold and delivered products and services. Successfully manage and deliver trouble-shooting and repair services on 40-60 PCs and Servers per week over 3 years. Forge business relationships and build custom networking and configuration solutions covering 6 municipalities. Turned around a net losing business and grew ***net*** profits by better than 30% annually for 3 years to 0.5 Million $dollars in annual gross revenues.
- Knowledge of PC and Mac Operating Systems. Experience in many media forms, technologies, HTML coding, MS Office Suite, graphics software, and other applications, including e-Learning (asynchronous and synchronous: Blackboard, Interwise, WebEx, Placeware) and video conferencing.
- Master's degree in Educational Technology from San Diego State University and Bachelor's degree in Business and Economics from UC Santa Barbara. Ph.D. in progress.

PROFESSIONAL EXPERIENCE

2007-PRESENT COURSE DEVELOPMENT & WEB SERVICES, UNIVERSITY OF CENTRAL FLORIDA, **INSTRUCTIONAL DESIGNER**

2003-2007 COMPUTER SCENE, **BUSINESS OWNER**

2002-2003 UC DAVIS EXTENSION, **CONTRACT INSTRUCTIONAL MATERIALS EDITOR FOR DISTANCE EDUCATION PROJECTS**

2002 INTEL, INC., **CONTRACT PROJECT MANAGER AND INSTRUCTIONAL DESIGNER**

1998-2001 RWD TECHNOLOGIES, INC., **SENIOR ANALYST**

1996-1998 EDS HUMAN PERFORMANCE SERVICES, **ADVANCED TRAINING SPECIALIST**

1993-1996 SAN DIEGO STATE UNIVERSITY - COLLEGE OF EDUCATION (COE) AND THE LANGUAGE ACQUISITION RESOURCE CENTER (LARC), **EDUCATIONAL TECHNOLOGIST**

1988-1992 TOPGRADE MARKETING - SWEDEN, **PRODUCT SUPPORT MANAGER**

1991 ÖSTRAGREVIE JR. COLLEGE - SWEDEN, **INSTRUCTOR**

1985-1988 TELIA (FORMERLY SWEDISH TELECOM), **TECHNICAL MARKETING SPECIALIST**

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EDUCATION, CONSULTING EXPERIENCE, & TECHNOLOGY

EDUCATION

2010 **PH.D.**, INSTRUCTIONAL TECHNOLOGY, UNIVERSITY OF CENTRAL FLORIDA

1995 **M.A.**, EDUCATIONAL TECHNOLOGY, SAN DIEGO STATE UNIVERSITY

1984 **POST GRAD. ACADEMIC CERT.**, APPLIED LINGUISTICS & TEACHING ESL, SAN DIEGO STATE UNIVERSITY

1981 **B.A.**, BUSINESS AND ECONOMICS, UNIVERSITY OF CALIFORNIA AT SANTA BARBARA

PROFESSIONAL EDUCATION

A+ and Networking+ Certification Training, New Horizons Computer Training Center

Microsoft Windows 2000 Network and Operating Systems Essentials, New Horizons

Consultative Marketing, Proposal Writing, Information Mapping, Web Page Creation and HTML Coding, Ventix Systems Technical Integration, Documentum, Artificial Intelligence, Expert System Development, Data Communications, Large Customer Digital PBXs, Telecommunications Networking, Advanced Data Communications

CONSULTING CLIENTS BY BUSINESS SECTOR

Manufacturing	GM, Otis Elevator, Pioneer Hi-Bred, Weyerhauser, Bechman Coulter, Toyota Motor Sales
Financial Services	GATX Capital, The Capital Group
Education	Stanford University, UC Davis Extension
Information Technology	Solvay Information Technologies, SolArc, StorageTek, IBM Storage Technologies Div
High Tech	Advanced Micro Devices (AMD), Intel Corp.
Consumer Products	Fort James Corporation, Coca-Cola
Energy	Lyondell, Halliburton
Healthcare	Catholic Healthcare West, Blue Shield of California
Public Services	County of Sacramento, Calif. Dept. of Rehabilitation

TECHNOLOGIES

Operating Systems	MS Windows 3.1, 95, 98, NT, XP, Server 2003, Macintosh
MS Office Suite	MS Word, MS Excel, MS Powerpoint, MS Access, MS Project, MS InfoPath
Graphics	MS Visio, Paintshop Pro, Photoshop
Layout and production	PageMaker, Acrobat, Information Mapping
World Wide Web Tools	HTML, Dreamweaver, RoboHelp, JavaScripting, MS SharePoint Portal, learning PHP, SQL, and Flash
Video/Audio	Studio 9, Premiere, Audition, DVD Authoring Tools
Specialized	Blackboard, Interwise, Centra Symposium, Placeware, and WebBoard (Virtual Classroom Technologies), WebEx, SoftSim
Networking	Wired, Wireless, Bluetooth, Cellular
Hardware	PC Repairs, Configurations and Builds, Some Server Setup and Maintenance