

DANIEL (SCOTT) MCNAMARA

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QUALIFICATIONS:

Instructional Designer/eLearning Developer: 15 years as *an e-learning training pioneer* with innovative ways to capture, clean, and catalog subject matter expert knowledge and use-case scenarios to radically improve e-learning design, development and delivery to accelerate learning comprehension, certify student competencies, and reduce the time and expense of the overall e-learning solution. An expert in stakeholder needs assessment, SME interviewing and recording, and message storyboarding using Instructional Design methodologies. Manage a remote staff of two full-time graphic artists and one instructional designer.

Supply Chain Systems and Operations Management (ERP DESIGN, DEVELOPMENT + USER TRAINING): Eighteen (18) years in corporate & field supply chain operations management and including business startup design & management, order fulfillment, ERP and data warehouse systems development, carrier negotiations, and performance reporting. Significant experience improving supply chain team operations and systems. Hired and managed teams and staff.

Sales & Marketing: Four (4) years successful outside sales experience developing effective sales communication, negotiation and training skills. Marketing experience includes product development and retail pricing strategies aimed at maximizing sales to targeted customers.

Process & Systems Leadership: An expert in functional & technical requirements design and documentation using full system life cycle and Agile project methodologies. Successful project leadership skills include problem solving, team facilitation, process charting, solution design, testing, and training.

Instructor / Facilitator: Live classroom, webcast, and e-learning instructor teaching SAP systems and processes, business data analysis and problem solving, instructional design methodologies, and Agile project management techniques. Dynamic public speaker, energetic small group team facilitator, and engaging instructor.

Training Material Publisher: Effective and efficient writing skills for producing useful job aids, easy to digest training manuals, and functional flow chart design requirements useful for improving team performance.

E-Learning Developer: Advanced videographer, voice-over artist, audio recording technician, animated illustrator, vector and photographic artist, movie editor, web compression and streaming encoder, DVD creation and content extraction producer, and interactive movie developer using state-of-the-art web techniques.

Database + Software Developer: Advanced systems designer and developer for Microsoft Access, SQL Server, Oracle, HTML, and .Net. An expert in data analytics, online systems development, and management reporting.

SKILLS (ADVANCED):

Database Analysis, ERP Data Warehousing & Web 2.0 Programming: An expert in Microsoft Access and Excel. Developer in Visual Studio.net, ASP.net, Iron Speed Designer, SQL Server, Oracle, IIS7, Dream Weaver, HTML, and JavaScript

eLearning Development + Animation Skills: Adobe Captivate 9, Camtasia 9, Lectora, Storyline 2 (360), Articulate 2013, VideoScribe, Voice-over, Cartoon Development and Animation

Video Timeline, Photography, and Audio Editing: Sony Vegas Pro, Adobe Audition, Audacity, Topaz Labs, Photo Shop, Illustrator and XARA Web Designer

Instructional Design: Mindmapping (Brainstorming + Branch Diagramming), Advanced PowerPoint (ILT Job Aids, and Participant Guides), SCORM, Visio (Process Mapping) with ADDIE and AGILE SCRUM project methodologies.

EDUCATIONAL / PERSONAL:

Bachelors Degree: California State University, Long Beach – Business w/ Managerial Finance 1986

EMPLOYMENT HISTORY:

PROOF OF DESIGN, INC. - Algonquin, Illinois (A 'McNamara Company') 2003 – Present

Principle, Instructional Design Consulting: Manage the instructional design and development of eLearning training solutions by assessing stakeholder needs, interviewing subject matter experts, and delivering a new kind of interactive media that include character dialog scenarios aimed at performance improvement, competency and compliance certification, and classroom feedback.

An expert in AGILE SCRUM project methodologies, ERP, SAP and mobile database applications and systems, recording character voice overs and sound effects, editing audio and visual elements in video timelines, layering callout annotations and captions, embedding SCORM compliant branching and quizzes, and outputting to web platforms using Lectora, Captivate, Articulate, Storyline and Camtasia. Developed Web 2.0 learning management systems that revolutionized online student certification and student feedback by allowing online teams to meet and discuss content in small groups. Manage a staff of two graphic artists.

Database Application Development / Instructional Design / eLearning Client Projects:

- Proof Of Design (Current): Principle consultant, solution architect, and instructional project team leader
- Stanley Black & Decker: SAP and Astea instructional design and eLearning development for global launch
- Astellas (Pharmaceuticals): eLearning design and development for global policies and systems
- Discover Card: eLearning, ILT, and job aid developer using advanced graphics, movies, and illustrations
- CDK (ADP): eLearning curriculum designer + developer of client ERP systems and processes
- Abbvie: Curriculum designer and classroom instructor for new Ariba SAP sourcing and contract systems
- Northwestern Mutual: eLearning Developer of the RACR system using character dialog and demos
- Motorola: eLearning Project Manager to setup curriculum design processes in a new learning division
- Blue Bunny Ice Cream: eLearning Developer & Advisor for manufacturing training
- Career Builder: eLearning Developer & Advisor for external customer training
- NiSource: eLearning Developer & Advisor for technical, legal and operations training
- US Cellular: eLearning Developer & Advisor for decentralized call center product training

PROOF OF DESIGN, INC. - Continued

- Hefty Trash Bags / Pactiv: eLearning (Lectora) Developer for safety training and certification
- Pepsi: MS Access database analytics programming for warehousing analysis and reporting
- Haverty's Furniture (Atlanta): MS Access database analytics programming for merchandising
- Safe Families of So. Florida: Web 2.0 Case Management System design & development
- Lydia: Web 2.0 Case Management & Learning System Design & Development; eLearning
- Administer Justice: eLearning Developer for social service provider orientation training and certification
- ConAgra Foods: Process and Systems Designer and Trainer for supply chain, sales & ops planning teams

Process and Systems Design/Development Client Projects:

Transportation Freight Payment Processes & Systems: Designed and developed a Freight Payment tracking and reporting system using MS Access to improve freight payment processing operations at ConAgra Foods Logistics. Provided operational and systems training to field teams and assisted with field and corporate installation support.

Transportation & Warehousing Budgeting: Designed, developed and implemented transportation and warehousing budgeting processes and systems aimed at collecting, analyzing and reporting on supply trends and costing metrics for ConAgra Logistics.

Supply Planning Decision Support Systems: Designed and developed a suite of decision support data processing and reporting tools by creating a dynamic relationship between MS Access, Logility, SAP and remote demand planning and supply planning analysts. Designed and delivered "on-demand" CBT training tools and live training classes to train remote analysts on the analytical and technical skills associated with their responsibilities.

Order Fulfillment Systems: Designed, developed and implemented an Access order processing system to manage orders, WIP and shipments for a small tool company. Developed and implemented CBT training tools to train sales and operations teams.

CONAGRA FOODS - Omaha, Nebraska / Schaumburg, Illinois

2000 – 2003

Manager, Methods & Applications: Lead designer, developer and project leader for supply chain process and system reengineering teams to design and deliver analytical and training solutions in support of transportation, warehousing, sales planning, demand planning, corporate budgeting, and manufacturing.

Preferred Carrier Bid Optimization Processes & Systems: Managed the design, development, implementation and training of a suite of transportation procurement systems aimed at reducing transportation costs by \$17 MM per year. Delivered systems on-time and on-budget using Full Life Cycle Methodologies. Integrated systems into Manugistics 6.0.

Inventory / Warehousing: Improved distribution network analysis by developing an Inventory Decision Support System (DSS) to identify inefficiencies in inventory planning.

SECURITIES AMERICA - Omaha, Nebraska

1998 – 2000

Project Manager: Provided team leadership, functional and technical expertise, and user acceptance testing to implement an on-line customer account workflow system aimed at improving operations.

AUTONATION USA, INC. - Fort Lauderdale, Florida

1995 – 1998

Training & Operations Manager: Directed the design, staff hiring, and ongoing management of the Inventory Logistics Division. Designed the processes and led the development of the procedures and systems that launched a 2.5 billion dollar automotive company. Delivered live classroom training in total quality, teamwork performance, and change management to large and small audiences.

Logistics Manager: Managed the inventory and logistics team at a reconditioning plant. Simplified systems, processes, and reporting methods to increase product velocities and reduce information handling. Implemented new organizational structures to better utilize resources. Managed staff of 7.

Wholesale Systems Training Manager: Key subject matter expert in the design and launch of the merchandising system including integration with supporting processes and systems. Developed and delivered CBT and live training in total quality, teamwork, and change mgt. Managed staff of 3.

Inventory Logistics Manager: Directed the design, staff hiring, and ongoing management of the Inventory Logistics Division. Designed the systems and processes for order processing, transportation, inventory control and retail pricing. Hired, developed and managed staff of 18.

TOYOTA MOTOR SALES U.S.A., INC. - Torrance, California

1988 – 1995

Export & Logistics Operations: Managed order processing activities for international distributors including shipment scheduling, customs documentation, carrier service negotiations, and rail and port operations. Managed materials requirements planning and parts ordering for truck-bed port assembly lines including supply planning, inventories, and production support. Trained division in Total Quality Management (TQM) to receive Toyota's "Most Improved Division Award".

Sales (Various) – Southern California

1986 – 1988

Sales Representative: Outside sales in the office systems, investments, and medical supply fields. Improved medical sales by providing "Continuing Education Unit" (CEU) training to nurses. Consistently achieved sales objectives and received multiple "Salesman of the Month" awards.