

Alexander T. Rexroad

Innovative senior learning and development architect and learning technology expert with 20 years of experience building and managing billable and non-billable education organizations. Proven track record of transforming education organizations from cost to profit centers.

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PROFESSIONAL EXPERIENCE

Amplitude, San Francisco, CA — Head of Customer Education

May 2019 - present

- Created Amplitude Academy, including curriculum, infrastructure, KPIs for success, instructional designers and delivery offerings
- Leveraged Amplitude to create a learner behavioral tracking of product adoption for pre and post training attendance

ServiceNow, Inc., Santa Clara, CA — Senior Education Consultant

November 2017 - April 2018

- Researched and recommended a centralized rapid content development and in-application integrated learning solution, enabling the support of a 2,000+ change management initiative
- Created a strategic education plan for the global roll-out of the Apttus CPQ solution
- Liaised with IT, Sales, Sales Support, Finance, Sales Operations and other teams to create a sustainable education plan for each division of the organization

Marketo, San Mateo, CA — Director, Learning Solutions and Architecture

July 2014 - October 2016

Managed North American Education Services for Marketo University. Key accomplishments:

- Implemented a new customer learning portal to replace integrated into the Marketo application suite, that replaced an outdated, arduous LMS
- Consolidated and created standards for curriculum content for all Marketo education material
- Partnered with Product Development, Consulting and Support improving the quality, depth and relevancy of training for Marketo University's 13,000++ learners
- Executed the first profitable Marketo University Day at Marketo Summit 2015

Oracle University, CA (virtual office) — Solutions and Systems Architecture Director

July 2012 - June 2014

Lead integration of Taleo University into Oracle University. Key accomplishments:

- Researched, architected and sold new eLearning solutions for Oracle University to support the needs of Taleo SAAS customer base
- Innovated a Training On Demand "light" for Taleo Education offerings within OU
- Coached/Trained Sales and Operations teams on new solutions for revenue forecasting and recognition

QUALIFICATION SUMMARY

🎓 Experienced education manager that can revamp an outdated or inefficient organization or build one from the ground up

🎓 Deep technological and organizational knowledge for successfully launching LMS, LBMS and LCMS solutions that align to an organization's strategic business goals

🎓 Eighteen years of education program management, live and virtual training deliveries, curriculum development and architect of new development methodologies for content creation

🎓 Proven track record of working closely with Support, Sales, Professional Services, Finance, Human Resources teams to ensure training success is tied to business team's KPIs

🎓 Extensive experience working with People and Culture teams to create innovative training for talent reviews and developmental feedback cycles for retail and non-retail global initiatives

Taleo, Inc., Dublin, CA — *Senior Director, Learning Products, Solutions and Education Operations*

April 2007 - July 2012

Transformed a cost center curriculum development team into \$3.2M billable education practice. Key accomplishments:

- Developed the Taleo Proficiency Practice and UPK (Oracle) license sales team for Taleo resulting in \$3.2M revenue source at a 62% margin;
- Created a world-class custom eLearning development team that trained over 1.2M users on the Taleo product suite
- Grew the retail customer education business specialization for Taleo University
- Partnered with product development to imbed Taleo University content as core product of Taleo Recruiting product that resulted in a ~40% drop in product bugs upon release

Attensity, Palo Alto, CA — *Training Manager and Curriculum Developer*

July 2006 - April 2007

- Scoped and authored a sophisticated curriculum for Attensity 4 AI product launch
- Created and sold the Attensity ACE program (certification) for technical partners
- Productized core education offerings, converting Attensity Training from a cost center to a profit center

Interwoven, Sunnyvale, CA — *Education Manager*

August 2001 - June 2006

- Drove learning services revenue to exceed quarterly quotas for the Americas to 57% over original revenue goals
- Managed technical instructor team, educational consultants, and education operations teams
- Developed core competencies and career plans for Interwoven Professional Services
- Propelled education team to be revenue producer and world-class technical education team

Ajuba Solutions, Mountain View, CA — *Senior Instructor / Curriculum Developer*

August 2000 - July 2001

- Developed curricula for B2B integration server (Ajuba2)
- Provided both online and direct delivery of content to technical engineers

Stanford Health System, Pleasanton, CA — *Training Analyst / Help Desk Manager*

May 1996 - July 2000

- Authored and Instructed courses to employees on: IBM AS-400 system, Microsoft Office 97, Microsoft SQL, Windows NT, and Novell
- Managed software and course implementations
- Managed Help Desk for Microsoft and hospital-specific applications (~ 300 calls per week)

🎓 **Technical skills:** Rapid Content Development tools, multiple eLearning authoring tools, Information Architecting, SAAS education content development/release cycles, Information Mapping, Cloud Services Network Management, SQL, Tcl, Perl, XML, XSL, HTML, some C and JAVA familiarity, Windows and Unix networking, TCP/IP, SSL, LDAP and Active Directory integrations, multiple LMS, LCMS solutions, MS SQL and Oracle DBA, Business Objects, IBM DB2, and content delivery (ILT, VILT and blended environments).

🎓 **Leadership skills:** Team building; collaboration and partnership; career planning; succession planning; professional communications; employee development plans; creating and executing new business plans; excellent P&L experience; accountable; transparent.

EDUCATION

Siena Heights University, Adrian, MI - *BA English, cum laude*

May 1992

LANGUAGES

Tongan and English

ACCOMPLISHMENTS and CERTIFICATIONS

United States Peace Corps, Kingdom of Tonga — Education Project Administrator and Curriculum Designer

December 1993 - November 1995

- Created an education plan to address education strategies for Kingdom of Tonga school teachers
- Co-authored a language curriculum and assessment program for the kingdom
- Conducted over 60 teacher-trainer workshops
- Developed a six-week computer course for the Ministry of Education

Situational Leadership I & II; Hermann Brain Dominance Instrument; & DISC Behavioral training

January 2009 - December 2014