



## SUMMARY

I have a passion for creative, innovative, human-centered learning design that is measurable and creates a clear business impact. Whether it's a microlearning video, simulation or classroom training – my focus is on providing the end-user an impactful learning experience and providing my stakeholders data that tells the story of the learning impact to their employees and the business. Leveraging design thinking principles, creative and engaging learning strategies, the Phillips ROI Methodology and years of instructional design experience, I strive to meet my learners where they are to help them transform and drive business results.

## CONTACT

PHONE:  
910-279-9045

EMAIL:  
[ADDYTHOMAS81@GMAIL.COM](mailto:ADDYTHOMAS81@GMAIL.COM)

 [LinkedIn Profile](#)

## CERTIFICATIONS

### **Certified Professional in Learning and Performance (CPLP)**

Association for Talent Development  
October 2016

### **Synchronous Learning Expert**

InSync Training, Inc.  
September 2008

# ADONICA L. THOMAS, MS, CPLP

## EDUCATION

### **University of North Carolina at Wilmington**

2003 - 2005

Master of Science, Instructional Technology

### **University of North Carolina at Wilmington**

1999 - 2003

Bachelor of Science, Communication Studies  
Minor, Spanish

## WORK EXPERIENCE

### **Veeam Software, Senior Global Program Manager, Sales Enablement**

*August 2017 to Present*

In my role as a Senior Global Program Manager, I work closely with WW Sales stakeholder groups, Product Marketing, regional sales enablement teams, and leaders to translate business needs into enablement strategies, supporting business requirements for success.

I primarily provide sales enablement support for new product and licensing launch enablement. Over the last two years, I have worked closely with key colleagues to develop a new sales enablement product launch strategy and process that includes rolling out consistent enablement activities, resources, and support for internal Veeam sellers. This new strategy is a multi-layer approach to ensure sellers learn about new product offerings, have the tools and resources they need for customer conversations and have 24/7 access to support resources and SMEs. The process for includes a consistent approach to program measurement to ensure all programs are measured leveraging the Phillips ROI methodology.

At Veeam, I have had the opportunity to become certified in the CustomerCentric Selling® (CCS®) Sales Methodology, which is the foundation for Veeam's custom sales methodology. I also actively coach and mentor team members looking to build their program and project management skills.

In November of 2019 I was chosen as the "Q3 Marketer of the Quarter" for the Sales Enablement team as recognition for my work on product and licensing launch enablement.

### **Cisco Systems, Instructional Designer, HR Leadership and Team Intelligence**

*August 2016–August 2017*

I supported Cisco's global manager and leader population (10k+) by designing and developing key leadership programs and a variety of instructional materials to support Cisco's goal of building the "best teams in the world".

My work included:

- System-Dynamics Simulation: Co-design and development of a system

## TRAINING & CERTIFICATES

### **ROI Certification Program**

ROI Institute  
May 2019

### **Managing Learning Programs Certificate**

Association for Talent Development  
September 2017

### **Certified Authentic Leadership Coach**

Raleigh Coaching Academy  
December 2016

### **Accelerated Learning Certificate**

Association for Talent Development  
March 2016

### **Micro-learning Certificate**

Association for Talent Development  
June 2014

### **Mobile Learning Certificate**

Association for Talent Development  
May 2013

## SKILLS

- Program Management
- Learning Consulting
- Instructional Design
- Phillips ROI Methodology
- Learning program measurement
- Simulation Design & Development
- Accelerated Learning
- Leadership Development
- Strengths-Based Leadership
- Coaching
- Performance Improvement
- Needs Assessment & Needs Analysis
- Project Management
- Classroom-Based Training
- Virtual Classroom Training
- eLearning Design & Development

dynamics-based leadership simulation with The Regis Company. This experience provided Cisco's new and aspiring leaders an opportunity to practice and prove they have the mindset it takes to be a leader now and in the future at Cisco.

- **Classroom and Virtual Training:** Collaborated with The Marcus Buckingham Company (TMBC) and internal colleagues to design and develop instructor-led and virtual course offerings for the general Cisco population (70k+) focused on empowering employees to identify their strengths and build strategies for putting those strengths to work on their teams.
- **Branching Simulation:** Designed and developed a full-HD video-based/mobile-ready branching simulation, including script writing, character development and programming the simulation using NexLearn SimWriter. This simulation provided a "safe" practice environment for leaders to practice debriefing Cisco's internal team engagement survey.
- **Microlearning:** Developed and produced multiple microlearning videos for leadership development sites.
- **Online Interactive Activity:** Designed a virtual and mobile-ready strengths card sorting activity focused on scaling the strengths-based activities from the instructor-led offerings.
- **Coaching and Career Advising:** As a Coach and Cisco Career Advisor I worked with internal clients on a variety of topics. I achieved certification as a StandOut Assessment debrief coach and frequently delivered StandOut Assessment debriefs for Cisco employees. These conversations help an individual understand their own personal unique edge (based on StandOut roles) to take their performance to the next level.

### **Cisco Systems, Program Manager/Instructional Designer, HR Talent Management**

Nov 2014 – Aug 2015

As a member of Cisco's HR Talent Management organization, I had the unique opportunity to be a part of developing Cisco's senior leaders through ownership of the Cisco Director Series program. This program was targeted at new-to-role Directors to help provide a smooth transition from leading one team to leading many.

During this time, I also had the opportunity to work on development programs aimed at first-line leaders through a series of global blended TV events. These events were a blend of global in-person audiences with a simultaneous broadcast to over 6K Cisco leaders. Content areas included: Leader as Coach, The Evolution of Performance Management, Effective One-to-One conversations with Employees and the roll-out of Cisco's People Leadership Commitments.

In addition to working on leadership programs, I also partnered with several coaching colleagues to build a global classroom-based and virtual career development workshop for both employees and leaders. This half-day workshop focused on helping individuals think critically about their career path and build a plan for the future. The leader version of the course focused on skills to help leaders have effective career development conversations with their employees.

After developing this workshop, I collaborated with my coaching colleagues again to build a training program for Cisco's new global internal Career Advising program. This program provided foundational coaching and career development knowledge to Cisco employees who had the

desire to volunteer their time to coach fellow employees on career development.

**Cisco Systems, Instructional Design Team Manager, HR Talent Solutions Development**

*Aug 2013 – Nov 2014*

As the Instructional Design Team Manager in Cisco's HR Talent Solutions team, I had the exciting opportunity to lead a global, virtual team of nine Instructional Designers. Our team designed and developed innovative and engaging learning experiences for many different audiences at Cisco including new hires, high-potential employees and functional audiences such as sales, finance and services.

While in this role, I had the opportunity to collaborate with my team to develop an Instructional Design competency model which helped our team focus on the right skills and knowledge to develop for today and the future.

As the ID Team Manager, I had the responsibility of managing the intake and scoping of all new training requests our team received. This was an incredible experience and helped me further develop myself as a Learning Consultant.

Our team of designers and developers had an intense focus on providing a world class learner experience and also providing a great experience for our internal stakeholder clients. In the spirit of continuous improvement, I helped develop an internal stakeholder survey. The results of our survey over a six-month period reported that we had an average 93% positive rating with our clients.

**Cisco Systems, Sales Enablement Program Manager/Instructional Designer**

*Aug 2006 – July 2013*

I joined Cisco in 2006 as an Instructional Designer working on a newly launched sales enablement program called "QuickStart". QuickStart programs were focused on Cisco's newest product launches and targeted Cisco Account Managers and System Engineers.

As a QuickStart program owner and designer, I researched, designed and wrote content modules focused on key sales information such as product value proposition, technical solution overviews, customer objections, etc. The goal of this program was to enable the sales force to sell new Cisco products and solutions faster.

I focused primarily on Cisco Data Center, Application Networking Services and WAAS product lines. The development of these programs typically started four to six months prior to product launch. To design and develop these programs I worked heavily with global internal and external technical SMEs and internal sales SMEs, business unit product owners and the global marketing organization. An important part of my role was to build relationships with these individuals and function as a member of the cross-functional global product launch team.

Eventually my work expanded from eLearning development to simulation and video-based material development. I built several video-based Data Center and ANS sales simulations during this time leveraging green screen technology and the SimWriter simulation development tool. These simulations functioned as sales enablement learning materials to complement the QuickStart course design.

Additional accomplishments included:

- Proposed and received senior management sponsorship of a Web 2.0

initiative which brought Web 2.0 functionality to the QuickStart program including: a monthly podcast, RSS news feeds for each QuickStart, discussion forums and a redesign of the QuickStart homepage to support new Web 2.0 applications

- Cisco Golden Globe Award recipient (Q4 FY08) for work on the Unified Computing System Sales Simulation

#### **Lenovo, Sales Course Developer/Instructional Designer (Contract)**

*August 2005-August 2006*

As a Sales Course Developer at Lenovo, I had the opportunity to design technical-oriented training and support materials for Account Managers as part of the WorldWide Sales Organization.

As a Sales Course Developer, I utilized instructional design methodologies and adult learning principles to design SCORM-compliant web-based and classroom-based courses. I also developed storyboards for web-based training courses and worked closely with the internal multimedia development team to ensure instructional integrity of web-based courses.

I designed criterion-referenced test materials for courses and monitored project schedules and key hand-offs for both product and sales skill teams. In this role I also met special course-design requirements such as multiple translations and tight project deadlines and served as curriculum development consultant for the team as well as the department ISO 9000 Deputy.

#### **ACLC/U.S. Special Forces (Contract)**

*May 2005-August 2005*

As an Instructional Designer and Project Manager for ACLC, I designed and wrote SCORM compliant programs for IMI level III and IV computer-based training modules for the United States Army Special Forces 18A Officer's Course. I worked closely with SMEs/ex-Special Forces officers to ensure the fidelity of the learning scenarios, stories and settings.

The programs leveraged 3D graphics, storytelling and first-person shooter-style learner engagement strategies. I focused on building engaging, high fidelity stories and using technology (graphics, sound, etc.) to create an emotionally engaging learner experience.

As a Project Manager, I focused on building, maintaining and monitoring project schedules and developed the company's Project Management Guide.