

JASON PAUL RICHARDS

Head of Digital Learning | Learning Technology Leader | Award-Winning Team Builder

Daventry
07584356949 | jasonprichards@yandex.com |

PROFESSIONAL SUMMARY

Strategic digital learning leader with 10+ years driving learning technology transformation in the automotive sector. Proven track record of scaling high-performing teams (2 to 18 people), delivering business-critical content programs (350+ projects annually), and building technical infrastructure that drives operational efficiency. Combine deep technical expertise in video production, eLearning development, and systems engineering with strong people leadership and stakeholder management. Recently recognized with Bronze Award at Learning Technologies Awards 2022 for Best Team.

Core Competencies: - Digital Learning Strategy & Delivery - Learning Technology Infrastructure

- Team Building & Leadership (18 direct/indirect reports) - Project & Resource Management (350+ annual projects) - Content Production at Scale (Video, eLearning, Virtual Classrooms) - Process Automation & Systems Development - Stakeholder Management & Business Partnership - Change Management & Transformation Delivery

KEY ACHIEVEMENTS

Business Transformation Leadership - Led digital content delivery for Mercedes-Benz UK's franchise-to-agency model transition, delivering 100+ videos in 12 months with a 2-person team under tight business-critical deadlines - Scaled video production capability 250% (from 2 to 6 team members) while increasing output 3.5x (100 to 350+ projects annually) - Won **Bronze Award - Best Team** at the **2022 Learning Technologies Awards**, national recognition for excellence in learning delivery

Technical Infrastructure & Innovation - Designed and implemented custom Monday.com project management system integrating video production scheduling, eLearning workflow tracking, and automated stakeholder communications - eliminating scheduling conflicts and optimizing crew utilization across 18-person team - Built and manage QNAP NAS media infrastructure supporting collaborative video editing workflows, handling multi-terabyte video asset library for distributed production team - Influenced and guided £400k+ equipment investment strategy over 3 years, ensuring technical capability matches business needs

Operational Excellence - Manage multi-disciplinary team of 18 (7 technical trainers, 4 eLearning developers, 5 videographers, 2 admin staff) delivering 350+ video projects and comprehensive eLearning portfolio annually - Established quality control frameworks ensuring all digital learning content meets 'best in class' standards for 150+ UK retail network locations - Implemented project management processes and capacity planning models enabling team to consistently deliver on-time despite managing multiple concurrent projects

PROFESSIONAL EXPERIENCE

Technical Training & Development Lead

Calex UK for Mercedes-Benz Training and Development | December 2024 – Present

Leading comprehensive technical training and digital learning function across UK retail network. Manage 18-person multi-disciplinary team delivering in-person training, eLearning content, and video production.

Key Responsibilities: - Strategic leadership of technical training delivery, eLearning development, and video production operations - Quality assurance and control of all digital learning content for retail network - Team performance management including recruitment, development, 1:1s, and training observations - Stakeholder management across internal and external partners - Resource planning and scheduling optimization

Digital Development Lead

Calex UK for Mercedes-Benz Training and Development | April 2021 – December 2024

Built and scaled digital content production capability from 2-person startup to 7-person high-performing team delivering 350+ projects annually.

Key Achievements: - Delivered 100+ videos in 12 months for business-critical agency model transition with 2-person team - Recruited and developed team from 2 to 7 members (5 videographers, 2 eLearning developers, 1 project coordinator) - Increased annual output from ~100 to 350+ video projects while maintaining quality standards - Developed custom Monday.com automation system for project scheduling, resource management, and stakeholder communication - Established video production standards, workflows, and quality frameworks - Managed IT infrastructure including private server network and QNAP NAS for media collaboration - Led procurement and maintenance of videography equipment portfolio

Content Delivery: - Produced, filmed, and edited training videos for retail network distribution - Organized and delivered live broadcasts to 150+ dealerships - Wrote and hosted fortnightly training video series - Provided professional voice-over services for training content

Team Development: - Conducted regular 1:1 meetings and performance reviews - Organized upskilling training to enhance team capabilities - Led recruitment process for all new team members - Fostered collaborative, high-performance team culture (evidenced by Learning Technologies Award win)

Digital Development Specialist

Calex UK for Mercedes-Benz Training and Development | October 2018 – April 2021

Pioneered digital learning transformation, converting face-to-face training to virtual delivery and establishing video content production capability.

Key Achievements: - Developed and converted technical training programs to virtual classroom format using Adobe Connect - Created eLearning content for UK retail network (150+ locations) - Delivered training on virtual classroom facilitation to internal trainers - Managed MDM system for 150+ iPads across department - Produced training videos for eLearning, virtual classrooms, and standalone distribution - Managed internal content resource platform 'GT APP' for dealer network - Attended global training events (Dresden, Milan) to capture product launches and produce promotional content

Technical Trainer

RAC UK for Mercedes-Benz Training and Development | September 2014 – October 2018

Delivered technical training across UK retail network, specializing in high-voltage vehicle systems and diagnostic strategies.

Key Responsibilities: - Designed and delivered ~120 days of in-person technical training annually - Developed training programs for UK market following Train-the-Trainer events in Germany - Delivered specialist High Voltage training, new product training, and comprehensive diagnostic strategy courses - Maintained continuous professional development in rapidly evolving automotive technology

Diagnostic Technician

Mercedes-Benz of Taunton | August 2006 – September 2014

Senior diagnostic technician responsible for complex fault diagnosis across Mercedes-Benz and Smart vehicle range.

Key Responsibilities: - Fast, accurate diagnosis of passenger vehicles using Star diagnostic systems - Maintained diagnostic equipment and printer stations - Deputized for workshop controller during absences - Mentored apprentice technicians, providing supervision, guidance, and ongoing development support

Vehicle Technician (Various Roles)

Multiple Employers - UK and Overseas | September 1993 – August 2006

Progressed from apprentice to Senior Technician across various automotive workshop environments.

EDUCATION & PROFESSIONAL DEVELOPMENT

Professional Qualifications: - TAP L&D Professional Training (2019) - CIPD Level 3 Learning and Development (2015) - Mercedes-Benz Diagnostic Technician Qualification (2011) - City and Guilds Level 1 & 2 Repair and Servicing of Road Vehicles (1997)

Continuous Professional Development: - Mercedes-Benz Future Leaders Course - Mental Health First Aid Certification - Health and Safety Training - Mercedes-Benz C-Trainer Certification - Tri-annual technical training (Stuttgart, Germany) - Numerous Mercedes-Benz technical courses and certifications

Academic: - 5 GCSEs | Haygrove Comprehensive School, Bridgwater (1992)

TECHNICAL SKILLS

Learning Technologies: Adobe Connect, eLearning authoring tools, LMS/MDM systems, virtual classroom platforms

Video Production: Professional videography, editing, live broadcast production, voice-over, studio management

Project Management: Monday.com (advanced automation/integration), capacity planning, resource scheduling, multi-project coordination

Technical Infrastructure: QNAP NAS administration, server management, network infrastructure, IT equipment procurement

Software & Tools: Microsoft Office Suite, video editing software, project management platforms

ADDITIONAL INFORMATION

Awards & Recognition: - Bronze Award - Best Team, Learning Technologies Awards 2022

Location Preferences: - Open to hybrid working arrangements (currently 2 days remote, 3 days office) - Based in Daventry, NN11 8SQ - Willing to travel for the right opportunity

Interests: Film, mountain biking, guitar, technology, current affairs

Driving Licence: Full UK Driving Licence (clean)

References available upon request