Jeff Adler

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I design, execute, and iterate digital and live learning solutions to maximize individual and team performance.

EXPERIENCE

Program Manager, Learning & Effectiveness. *MediaMath*   2019 – Present

- Designed and led career accelerator program that used group-based research tasks, classroom training, structured job shadowing, and hands-on experience with MediaMath's Enterprise SaaS platform to prepare recent college grads for roles in programmatic advertising. **Program NPS score: 85.**
  - Built partnerships with and trained 20+ SMEs across MediaMath who contributed to the program.
  - Implemented rotational component across services and tech teams, allowing recent grads to contribute to real company projects and providing mentorship opportunities to senior staff.
  - Setup continuous knowledge assessments to measure program success and drive improvements. Found 600% uplift in SaaS platform knowledge, public speaking, Excel, visual design, sales acumen, more.
- Managed global new hire training program to reduce onboarding time and improve role preparedness.
  - Engaged closely with executive team to identify essential needs for company onboarding.
  - Delivered week-long live training program on foundational industry and company knowledge and skills. Survey feedback demonstrated 3 month reduction in onboarding time, and 200% increase in preparedness.
  - Managed team of Sales, Services, and Tech staff to develop function-specific learning paths in Skilljar LMS. Self-guided learning paths led to 150% reduction in time spent training new hires.
- Oversaw creation and delivery of 150+ person NA & EMEA 2020 Sales Kickoff Event to train teams on company-wide organization changes, and 2020 product roadmap and sales methodology.
- Facilitated 100+ hours of training on career development, OKRs & goal setting, change management, effective feedback delivery, coaching & mentorship, presentation skills, and additional bespoke trainings.

Sales Enablement Manager. *Semasio*   2018 – 2019

- Managed 4-person team to develop SaaS platform eLearning suite in Camtasia. Now used by 1,000+ users.
- Designed and delivered multi-day training workshop for LATAM client in Spanish, increasing revenue by 300%.
- Acted as main SaaS platform training partner for 10 accounts across NA, LATAM, and APAC regions.

Graduate Linguistics Instructor and Researcher. *University of California, Santa Cruz*   2015 – 2018

- Led discussion section, designed project assignments, and coached students for 5 introductory and advanced Linguistics courses. Received stellar student and instructor evaluations (available upon request).
- Managed 4-person team in Oaxaca to create learning materials for Zapotec language. Still used by community.

Fulbright Scholar and Cultural Ambassador. *National University of Colombia, Bogotá*   2013 – 2014

- Planned and administered 6 EFL courses and 40+ classroom sessions for university students of all levels.

EDUCATION

Master of Arts, Linguistics. *University of California, Santa Cruz*   2017

- Awarded 5 research fellowships including National Science Foundation and Linguistics Society of America.

Bachelor of Arts, Linguistics. *Rutgers University, Honors Program*   2012

- **Awards:** *magna cum laude*, Fulbright Scholar, Phi Beta Kappa, Academic Excellence in Linguistics, Henry Rutgers Scholar Award, Highest Honors in Linguistics for Senior Thesis. **Minors:** Spanish, Philosophy, Cognitive Science.
- One year study in Buenos Aires; Volunteer English teacher at Lazos Unidos Center for Latino Arts and Culture.

Additional Coursework. *Self-guided*

- eLearning Ecologies (Coursera), Becoming a Project Manager (Udemy), Agile Management Training (Udemy)

SKILLS AND HOBBIES

- **Skills:** Instructional Program Design | Facilitation | Digital Learning Solutions | Written & Oral Communication
- **Languages:** Spanish (highly proficient), Japanese (basic) | Python (familiarity), Java (familiarity)