

# MICHAEL COLEMAN, Ph.D.

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## LEARNING AND PERFORMANCE STRATEGIST

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## SUMMARY

Learning and Performance Strategist with 15+ years designing scalable, engaging solutions that drive measurable business results. I partner with leaders to align learning with strategic priorities, accelerate time-to-competence, and improve employee and customer outcomes. Skilled at integrating adult learning theory with modern technologies, analytics, and AI to prototype, design, and build content that delivers innovative, brand-consistent solutions.

## CORE STRENGTHS

- Learning Strategy & Instructional Design
- Performance Consulting & Stakeholder Alignment
- Analytics, Evaluation, & Continuous Improvement
- AI-Enabled Design, Prototyping, & Emerging Tech
- UX for Learning & Digital Adoption
- Facilitation, Coaching, & Change Enablement

## TOOLS

Articulate Storyline · Rise 360 · Adobe Captivate · Camtasia · Vyond · Canva · Adobe Creative Cloud · Learning Management Systems (LMS) · Generative AI (GenAI - ChatGPT, Gemini, Claude) · OpenAI/API Workflows

## PROFESSIONAL EXPERIENCE

### **Wells Fargo - San Francisco, CA**

*Senior Learning Consultant | Mar 2020 - Present*

- Lead blended learning programs for 1,000+ Wealth Management professionals managing \$150B+ in assets.
- Partner with SMEs and stakeholders to co-create scalable curricula, improving adoption, accuracy, and compliance readiness.
- Built interactive eLearning and embedded performance support that cut time-to-competence by 65% and reduced development time by 50% through AI-enabled prototyping.
- Applied generative AI to design and build content at scale, streamlining workflows and accelerating delivery of high-impact solutions.
- Applied evaluation frameworks to stabilize at-risk projects and demonstrate measurable business impact.

**Wells Fargo - San Francisco, CA**

*Instructional Designer | Mar 2012 - Mar 2020*

- Designed eLearning, ILT, and blended programs reaching 10,000+ learners annually.
- Conducted needs analyses with SMEs, achieving 95% compliance completion within deadlines.
- Leveraged analytics and feedback loops to improve knowledge retention by 25% and satisfaction by 18%.
- Cut development timelines by 25% with agile iteration and templating.

**Wells Fargo - San Francisco, CA**

*Learning & Development Consultant | Mar 2007 - Mar 2012*

- Designed blended programs that increased relevance ratings by 20% and boosted service quality across advisors and call centers.
- Facilitated 100+ classroom and virtual sessions with participant ratings averaging 4.6/5.
- Produced eLearning, job aids, and quick-reference tools that reduced new-hire ramp-up time by 20%.

**Learn IT! - San Francisco, CA**

*Senior Trainer | Sep 2003 - Mar 2007*

- Delivered technical and professional skills training for Fortune 500 clients including Schwab, Adobe, Gap, and Genentech.
- Modernized web development courses (HTML, Flash, JavaScript), raising instructor effectiveness 20% and enrollments 10%.
- Designed business courses (writing, leadership, critical thinking) that increased client satisfaction scores to 90%.

**EDUCATION**

Ph.D., Linguistics - University of California, Berkeley

M.A., Scandinavian Studies - University of California, Berkeley

B.A., Comparative Literature - University of California, Berkeley

**LANGUAGES & ADDITIONAL**

Authorized to work in US & EU · English & Swedish (native) · Spanish & German (proficient)