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Raymond J. Pifferrer

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| Summary | Seasoned professional coach, performance consultant, instructional designer and trainer with 20+ years experience in the design, presentation, and evaluation of professional skills and individual/organizational performance improvement. Certified Professional Co-active Coach, maintaining a broad-based coaching clientele. Skilled program manager, supervisor and team leader. Highly skilled group facilitator, platform presenter and leadership coach. Proficient in the design and production of educational materials, instructor-led trainings, and web-based courses. Highly motivated professional, equally comfortable with self-directed and team projects. Authorized to work in U.S. & European Union. |
| Professional experience | 9/2011 – present, RayCoach Executive & Leadership Coaching, Oakland, CA / New York, NY  Owner / Executive Coach   * Maintain a diverse client portfolio of clients seeking to deepen their leadership skills and forward the action towards leadership, professional, and personal goals * Managed all aspects of this business as sole proprietor, including marketing, accounting, hiring/supervision of consultants, etc.   December 2011 –June 2012, Rose International @ Kaiser Permanente, Oakland, CA  Senior Instructional Designer / Project Manager   * Design and develop web-based training and performance support materials for an Alternative Funding Sales Initiative.   July 2010 –May 2012, TechProse, Walnut Creek, CA  Instructional Design Team Manager/Senior Instructional Designer   * Lead instructional design and performance support projects for clients such as Wells Fargo, Gates Foundation, Genentech and Cisco. * Designed and updated web-based trainings for Cisco Professional Services, targeting sales team and Cisco partners. * Managed instructional design team and designed web-based trainings for internal online university for Wells Fargo’s national Audit & Security team.   Sept. 2009 – July 2010, Stanford University, Palo Alto, CA  Senior Instructional Designer   * Lead Training and Communication Department process improvement effort, creating end-to-end process for intake, production and maintenance of learning products * Consult with University business partners to design and develop learning products on the University’s financial systems and procedures   Aug. 2005 – Aug. 2009, Kaiser Permanente, Oakland, CA  Design/Development Team Manager / Senior Instructional Design Consultant   * Lead training department process improvement effort, creating end-to-end process for intake, production and maintenance of learning products * Manage team of 3-5 senior instructional designers * Consult with senior-level executives and internal sales, marketing, and underwriting customers to create/design/develop custom training and coaching solutions. Define processes and best practices for new offerings * Lead national workshop development team for large annual sales community and leadership conferences, attended by 300-1000 representatives of the enterprise's sales, marketing and underwriting teams and their managers   Aug. 2004 - July 2005, Convergys Learning Solutions, San Francisco, CA  Senior Learning Specialist   * Consulted with clients to create/design custom training solutions. Defined processes and best practices for new offerings * Created storyboards and scripts for Microsoft learning and performance support products (including XML-driven soft skills simulations, e-learning courses, instructor-led and video training materials)   Apr. 2003 – Aug. 2004, Crawford & Associates International, Palo Alto, CA  Learning Consultant   * Designed, developed and facilitated training sessions in U.S. and Canada for Hewlett Packard’s global marketing audience for a customized Salesforce.com implementation * Designed, developed and facilitated instructor-led and web-based training courses for a variety of client companies – including an electronic performance support system supporting service contract administrators (SAP and Siebel content) at Hewlett Packard   Jan. – Mar. 2003, PeopleSoft, Inc. (contract with ProUnlimited), Pleasanton, CA  Curriculum Developer   * Developed training materials for PeopleSoft 8.8 general release. Wrote learning objectives, developed course modules and practice exercises   Jul. – Oct. 2002, Stratex Networks, Inc. (contract with Adecco), San Jose, CA  Trainer   * Developed and presented training on PeopleSoft 8.3 implementation for global telecommunications company. Facilitated onsite trainings for international offices (Latin America and Asia).   2001-2002, Commonwealth of Massachusetts (contracts with Modis), Boston, MA  Instructional Designer/Trainer   * Developed e-learning series on PeopleSoft upgrade. Wrote learning objectives, developed course modules and simulations. Developed a series of instructor-led trainings in a variety of skill areas   2001, Compaq, Inc. (contract with Kudos), Acton, MA  Instructional Designer II   * Provided onsite training and individual coaching for New England Brinker restaurant managers/staff during a hardware & software conversion project   2000 – 2001, Instruction Set, Inc. (later called Comet Learning), Natick, MA  Instructional Designer/ Program Manager   * Served as program manager for an online university project. Led Instructional Design team in meeting an aggressive development schedule, from course conceptualization to production. Provided coaching on quality assurance, instructional design and usability issues * Designed, wrote and evaluated web-based educational materials for an online university and a major electronics retailer. Prepared job aids/development tools, course descriptions, course design documents, instructor manuals and online student study guides   1994 – 2002, RJP Associates, Boston, MA  Principal Consultant (Freelance Learning Consultant/Facilitator)   * Designed, wrote, facilitated and evaluated training curricula on direct service, managerial, and technical skills. * Facilitated strategic planning sessions, focus groups, conferences, and community meetings/discussions * Conducted training needs assessments: worked with subject matter experts, leaders and prospective learners to assess training needs, develop performance goals and design appropriate instructional strategies * Provided consultation and technical assistance in nonprofit program design/planning, service provision and community organizing/outreach strategies * Managed all aspects of this business as sole proprietor, including project management, budgeting, supervision of consultants, coordinating multiple vendors, and reporting to clients & their funders |

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| Professional & social memberships | International Coach Federation - San Francisco Bay Area Coaches, 2010- present American Society for Training & Development (ASTD), 1999-present International Society for Performance Improvement (ISPI), 1999-present San Francisco City Club, 2011- present Bellevue Club, Oakland, CA 2008-2010  President, Kaiser Permanente Latino Association – Regional/Program Office chapter, 2008-9 Diversity Consultants Group, Massachusetts, 1998-2001 Latino Professional Network, Boston, MA, 1997-2002 |
| Work status/ Languages | * Authorized to work in U.S. and in any European Union country. * Conversational in Spanish. |
| Education | 2000, University of Massachusetts, Boston, MA  M.Ed., Instructional Design  1997, Clark University, Worcester, MA  B.A., Sociology |
| Skills & certifications | * Certified Professional Co-Active Coach, Coaches Training Institute, August 2011 * Trained Leadership Coach, Linkage, Inc. Coaching Leaders Program, 2008 * Certified facilitator, Interaction Management© series, Development Dimensions International * Group facilitation & strategic planning * Project management * E-learning authoring tools (Articulate Presenter, Lectora, PointeCast) * Microsoft Office applications (Word, Excel, PowerPoint, Access, Outlook) |
| References | Available upon request. |