

Andreah Churchill, CPTD

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Dedicated learning and talent development professional passionate about helping people thrive in their careers and make a significant impact in their organizations. **Simply put, I grow the people who grow successful businesses!**

With over 15+ years in Learning and Performance with large, publicly traded companies across multiple industries, my career has emphasized **Talent, Transformations, and Technology**.

I'm especially good at:

- leading and influencing **creative and technical teams**,
- creating **structure and simplicity** out of chaos, and
- executing through **complex and ambiguous situations**.

Some of the results I've delivered include:

- leading multiple **learning organization startups** from the ground up,
- facilitating **change and culture building** through large scale corporate mergers, rebrandings and reorganizations,
- pioneering **emerging technologies** including eLearning, mobile learning, business intelligence and AI,
- facilitating development and deployment of **global certification pathways**, and
- leading multiple enterprise and global **learning technology platform implementations**.

AREAS OF EXPERTISE

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|-------------------------------------|--|--|
| • Learning and Development Strategy | • Digital Sales Enablement | • Senior Stakeholder Management |
| • Performance Consulting | • Artificial Intelligence (AI) | • Cross-Functional Collaboration |
| • Training Design & Delivery | • Systemic Problem Solving | • Personal & Organizational Productivity |
| • Enterprise Project Management | • Change Management & Culture Building | |
| • Learning Management Systems | • Global Leadership | |

WORK EXPERIENCE

Smith+Nephew, Global

Senior Director, Global Curriculum + Strategic Projects | Global Commercial Training + Education

Jun 2022 – Jan 2024

- PROVIDE STRATEGIC VISION + LEADERSHIP: Set the strategic direction for the Global Commercial Training and Education Global Curriculum team, including developing and deploying the structure and governance, while overseeing the global learning curriculum, key departmental strategic projects, and learning technology and platforms. Partnered with senior leadership globally to align business performance priorities to learning programs. Managed a team of curriculum leads and provide strategic guidance, coaching, and mentorship.

- **TRANSFORM LEARNING + ACCELERATE TIME TO MASTERY:** Launched Allego digital sales enablement platform, leading to a 61% engagement of all sellers within 6 months from expansion of the US pilot to global scale-up.
- **CAPTURE + SHARE WINNING OUTCOMES:** Optimized tracking and reporting capabilities, along with producing new pathways and assets to enhance the sales force's new hire effectiveness; increased reporting of new Sales Rep certification by 41% and surpassed targets for certification completion, reducing the timeline by 56 days.
- **ADVANCE INTERNAL CAPABILITY + CAREER PROGRESSION:** Devised and implemented a Career and Competency Framework, in collaboration with HR and key commercial training leaders, resulting in 7 internal promotions within 12 months.
- **MAKE LEARNING GLOBALLY ACCESSIBLE:** Advanced startup of a 16-member Translation Central team, in partnership with Global Business Services, that successfully translated 500 assets with 99% accuracy, leading to a 30% cost savings and achieving self-funding within 1 year.

Director, Strategic Projects + Platform Optimization | Global Commercial Training + Education Apr 2021 - May 2022

- **DEVELOP + EXECUTE CREATIVE SOLUTIONS FOR UNIQUE CHALLENGES:** Orchestrated key strategic projects and optimized the use of the learning technology and platforms. Developed solutions for identified business needs, analyzed and coordinated systems and processes, collaborated closely with internal and external stakeholders, and acted as an ambassador for the global training vision.
- **ENABLE STRUCTURED FLEXIBILITY FOR 200+ LEARNING PROFILES:** Developed a cohesive and aligned strategy and process to deliver assignable new hire certification pathways to the Smith+Nephew sales force that are repeatable/scalable as well as flexible.
- **REIMAGINE + SCALE-UP EXISTING TECHNOLOGY PLATFORM:** Seamlessly led the enterprise scale-up of Saba LMS from 10K commercial users to 24K enterprise users in 6 months.
- **ENABLE MODERN LEARNING IN THE FLOW OF WORK:** Played a leading role in the Allego digital sales enablement platform pilot launch, resulting in \$3M+ investment for global scale-up, 100% trainer and 98% seller certification, 82% engagement among hard-to-reach sellers, and a significant transformation to onboarding.
- **CREATE VALUE PROPOSITION + BUSINESS CASE FOR LEVERAGED INVESTMENT:** Spearheaded a pilot for internal translation of learning assets, leading to eventual investment in a 16-person translation CoE.
- **ENABLE DATA-DRIVEN DECISION MAKING + STORYTELLING:** Initiated the development of an extended reporting platform at Smith+Nephew, envisioning the design of the project and collaborating on the creation of dashboards with analytics, enabling leaders to leverage data and share strategic recommendations to continuously improve based on observations and insights.

Director, Global Learning Platforms | Global Commercial Training + Education Jul 2018 - Apr 2021

- **EXECUTE GLOBAL DIGITAL LEARNING STRATEGY:** Drove best-in-class execution, alignment, and organizational efficiency, with a focus on platform configuration and development, general platform administration, and system, content, and functional administration support. Led a team of 4 dedicated to functional, franchise, and geographical support for the platform. Partnered with internal teams and external vendors to execute the global digital learning strategy.
- **IMPLEMENT MOBILE-FRIENDLY LEARNING PLATFORM GLOBALLY:** Led implementation of a new global learning platform (Saba) to 10K commercial users globally in 9 months.
- **HARMONIZE + STANDARDIZE GLOBAL CERTIFICATION CURRICULA:** Facilitated development and deployment of the first fundamental-level training curriculum for the global sales force, including 500+ assets assembled into 100+ certification curricula within a 1-year timeframe.

Mobile Learning Manager | US Sales Training + Education May 2017 - Jun 2018

- **INTEGRATE DIGITAL EXPERIENCES INTO ALL PHASES OF LEARNING:** Led learning content development and digital learning platforms for the US Sales Orthopaedics franchise, aligning digital learning initiatives with business priorities. Optimized classroom facilitator and learner experience through technology and reporting results of learning activities.
- **IMPLEMENT LEADING INDUSTRY TRENDS THAT DRIVE PARTICIPANT ENGAGEMENT:** Deployed the Scrimmage gamified microlearning platform to drive engagement with the sales force (approx. 1.8K sellers) and effectively advanced the business case for future enterprise investment in mobile learning strategy.

- **ENABLE GLOBAL INVESTMENT IN MOBILE DIGITAL LEARNING + HARMONIZED CERTIFICATION PATHWAYS:** Developed requirements for, evaluated, and selected a global learning management system for the Commercial function, leading to a \$219K+ investment in global scale-up and the launch of Smith+Nephew's first mobile-friendly global learning platform.

MAA, Memphis, TN

Training and Development Director, AVP

Jan 2012 - Dec 2016

- **PROVIDE STRATEGIC VISION + LEADERSHIP:** Directed the Learning and Development function, including staffing, curriculum development, classroom training, virtual training, blended learning, live events, and online training. Accountable for execution of large-scale leadership conference events, and started up the Internal Communications function. Led 7 employees, while indirectly supporting 60 field trainers, managed vendors and managed a budget of approx. \$2M annually.
- **CREATE IMPACT THROUGH STRATEGIC ALIGNMENT:** Built relationships with key stakeholders in senior leadership positions, including CEO, C-Suite, and Executive Leadership to identify training needs and strategic alignment to propel the company's vision through training and communications initiatives.
- **ANCHOR CULTURE + CORE VALUES THROUGH ORGANIZATIONAL TRANSFORMATION:** Facilitated change management tools and culture building throughout two large-scale mergers, leading to an increase in morale and psychological safety for employees of legacy companies during a time of uncertainty.
- **ENABLE SUCCESSION PATHWAYS FOR MOST CRITICAL ROLES:** Developed an innovative leadership development and mentorship program that enabled more effective succession planning for the most critical management roles.

Director of Education Systems, AVP

Apr 2003 - Dec 2011

- **ESTABLISH + LEAD INTERNAL E-LEARNING CAPABILITY:** Pioneered eLearning at MAA, maximizing training efficiencies and significantly reducing costs.
- **DRIVE PLATFORM SUCCESS + CREATE IMPACTFUL DIGITAL LEARNING EXPERIENCES:** Provided documentation and system support for all learning technology as platform owner. Developed quality training programs focused on employee guidelines (code of conduct, anti-harassment, etc.), fair housing regulations, safety, leadership skills, and more.
- **LEAD + MANAGE LARGE-SCALE TECHNOLOGY IMPLEMENTATION + CHANGE MANAGEMENT:** Sourced and implemented a comprehensive learning tech stack, including the company's first learning management system, knowledge management system, and course authoring software, consistently achieving 95%+ completion of compliance training.

EDUCATION

MBA in Finance

The University of Memphis • Memphis, TN

BBA in Marketing Management

The University of Memphis • Memphis, TN

CERTIFICATIONS

Certified Professional in Talent Development (CPTD)

Dec 2020 - Present

Association for Talent Development (ATD)

Senior Professional in Human Resources (SPHR)

Feb 2017 - Present

HR Certification Institute (HRCI)