Candace Marles

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Summary

Accomplished learning and development professional with deep expertise in:

- o   Applying learning theory to instructional design,
- o   Leading end-to-end curriculum design, development, and delivery,
- o   Managing LMS, authoring tools, vendors, badging, certification, and localization,
- o   Evaluating training effectiveness and implementing continuous improvements.

Problem-solver, collaborator, and innovator with superior research, analysis, and communication skills.

Authentic people manager, adept at coaching, mentoring, and building a culture of belonging.

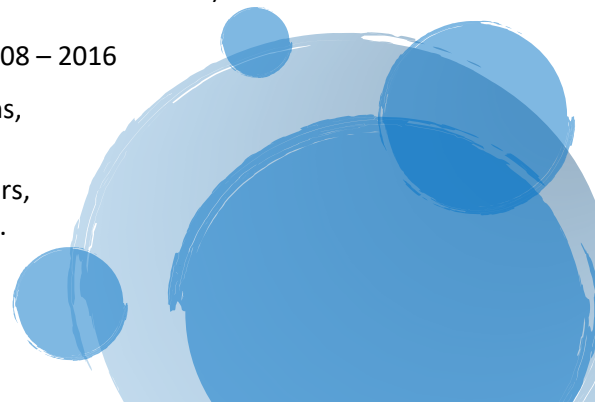Proven project and program manager, effective in implementing strategic change.

Experience

Manager, Digital Learning Development, SAS Institute Inc., 2016 – 2023

- Directed digital learning development at SAS, managing a high-performing, hybrid team, reaching over 400,000 learners in the past three years, with e-learning revenue of over $6.5 million in 2022.
  - o   Our reach increased by 13% from 2021 to 2022, and numbers are up again in 2023.
- Empowered SAS learners by developing award-winning, accessible e-learning and instructor-led training that applies universal design principles to highly technical content and enables certification.
  - o   In 2022, SAS Education awarded 64,000 course completion badges, and SAS learners completed 11,000 certifications.
- Successfully managed >150 content development, update, and translation projects, including planning, resourcing, reporting, and overseeing external author and vendor relationships.
- Delivered a high-visibility $255,000 project to translate the Statistical Thinking for Industrial Problem Solving e-learning courses into Chinese, Japanese, and Korean (on time and under budget).
- Onboarded, trained, and mentored new team members.
- Developed and delivered digital skills training for instructors globally and provided one-on-one coaching.
- Collaborated across teams to make strategic learner-centric improvements to our courses and to streamline development and project management processes, including:
  - o   Single-source course development, reducing handoffs and eliminating editing and production rework
  - o   Shorter, more focused content with better-crafted scenarios and practices
  - o   E-learning content localization using machine translation
  - o   AI text-to-speech for video voiceover
  - o   Improved content accessibility
- Responsible for cross-team processes for translation, production planning, and process improvement.
- Oversaw content delivery via in-house and third-party platforms (Coursera and LinkedIn).

Sr. E-Learning Developer and Instructional Designer, SAS Institute Inc., 2008 – 2016

- Designed and developed e-learning on SAS programming, SAS solutions, statistics, advanced analytics, SAS BI, and SAS SaaS cloud products.
- Project-managed development, leading teams of instructional designers, subject matter experts, and Q/A staff to produce accessible e-learning.

- Delivered Statistics 1 e-learning update to coordinate with the release of SAS University Edition. > 10,000 open activations in the first year demonstrated the reach of this product to critical SAS audiences.
- Authored and produced four of the top ten SAS Studio Tutorials (121,340 unique views as of 4 July 2015), including the top video, Getting Started with SAS Studio. In 2022, our tutorials had > 274,000 views.
- Prototyped, developed, and produced targeted videos on SAS products to provide just-in-time product knowledge for customers, launching SAS Education into a new digital learning space.
- Researched and implemented assessment tools for use in customer self-assessments and blended training. Developed, documented, and implemented tutorial standards and best practices for modular content.

Project Manager, Global Learning Services, GlaxoSmithKline, 2006 – 2008 (MICOR)

- Facilitated the myLearning Customer Advisory Board and international change management workshops.
- Spear-headed Business Change Management globally to upgrade GSK's LMS, myLearning, serving 150,000 learners globally, including R&D, Manufacturing and Supply, Corporate, and Sales and Operations divisions.
- Maintained eLearning standards. Advised internal customers on rapid e-learning development tools. Assessed and implemented innovative delivery methods as part of GSK's learning content strategy.
- Managed the upgrade of myLearning Reports, an ASP.NET app developed on time and within budget.

Project Manager|Engagement Manager|Instructional Designer, Professional Services, PPI, 2005 – 2006

- Managed clients, vendors, and project planning and designed learning solutions to meet client needs on time and within budget.

myLearning Adoption Manager, Global Learning Systems & eLearning, GlaxoSmithKline, 2003 – 2005 (PPI)

- Managed adoption projects, enabling internal GSK customers across multiple business areas internationally to define their business requirements and implement GSK's global LMS, myLearning.
- Provided functional information, change management, and project planning. Planned HR data clean-up and training data migration. Led project kick-off, review, and closeout meetings.

p3i Training Manager and Change Agent, R&D Business Projects, GlaxoSmithKline, 2003 (PPI)

- Delivered a training plan for drug development project management and reporting applications. Sourced, trained, and managed internal and vendor-provided trainers. Managed the budget and developed and delivered training and training effectiveness metrics. Provided business change management support.

Consultant, GSK IT Projects and Services Improvement, GlaxoSmithKline, 2003 (PPI)

- Provided expert technical knowledge. Rewrote and redesigned GSK's online performance support tool.

Training Services Manager, Apex Project Management Training, GlaxoSmithKline, 2001 – 2002 (PPI)

- Managed a global multi-million dollar project management training program for GSK IT professionals. Led an international team; authored project and change management courses and delivered training internationally. Project managed the design and development of a new website.

Skills

Microsoft Office, Teams, SharePoint, Project, Atlassian Jira, Confluence, Slack, TechSmith Camtasia, SnagIt, Articulate 360, Vyond, Adobe Captivate, Dreamweaver, Acrobat, Photoshop, 3Play Media, Smartling, iSpring, ToolBook, Screencast-O-Matic, WordPress, Knowledge Publisher, Moodle, Saba, SumTotal, HTML, JavaScript

Education

Ph.D., Music History, Yale University, New Haven, Connecticut
M. Music, University of Alberta, Edmonton, Alberta
B. Music, University of Alberta, Edmonton, Alberta

References available upon request.