

A. Keith Anderson

An awarded and world recognized people leader with proven expertise in **Leadership, Micro-learning, Whiteboard Video Development, Blended Learning, and Program Facilitation.**

Certifications and Recognition

Excellence in Learning / Learning in Practice award winner: Collaboration – CLO Magazine 2014

Situational Leadership II: Facilitator – Ken Blanchard Company

Hogan Assessment: Facilitator – Hogan Assessments

Case Study Subject: GoAnimate – GoAnimate.com

ATD Webinar Facilitator: Achieving Blended Learning Success with Bite-Sized Videos - November 2016

ATD ICE Presenter: Putting More Bark in Your Bite-Sized Videos – May 2017

Professional Experience

Sears Home Improvement Products

Senior Director of Learning: Longwood, FL. 2017 – present: Built new L&D team supporting Sales, Product Knowledge, Leadership, Production, Operations, and Call Center. Shifted focus from ILT to Just-In-Time, micro-learning, social learning, and blended learning modality.

Lowe's Home Improvement

Director of Learning and Organizational Effectiveness: Orchard Supply Hardware, San Jose, CA. 2016 – Present: Shifted organization from compliance based e-learning to associate driven blended and microlearning content. Implemented scenario based testing to validate understanding. Created Product-Knowledge-Library featured on ATD Webinar.

Sr. Program Manager (Field Leadership Development): Mooresville, NC. 2012 – 2016: Design, develop, and deliver all Leadership training for Field (stores & D.C.s) Managed \$3.6mm budget, with accuracy to plan of .5%. Reduced expenses by 20% with no decrease in experience for end user. Analysis of Store Manager Training Program validated 50% decrease in turnover, 9 point increase in engagement, and continual decrease in inventory costs.

Area Human Resource Manager: Cincinnati, OH. 2011 – 2012

Human Resource Manager: Indiana, 2006 – 2011

Bed, Bath, and Beyond

Sales Force Manager: Bloomington, IN. 2000 – 2006: HR and Sales Manager. Trained all associates for sales and product knowledge. Ran Back to College program among largest in the nation.

Education

Indiana State University

Post-Graduate Studies in Instructional Design (Retail)

University of Phoenix

BS Information Technology

Accomplishments

- Developed Whiteboard Animation design and learning guide used across Lowe's Enterprise (Lowe's, ATG, Lowe's Canada, OSH) and being used by and shared by GoAnimate.com
- Designed, developed, tested, measured and fully implemented micro-learning based Product Knowledge Training (67 courses) in 3 months (Orchard Supply Hardware)
- Successfully managed nationally recognized multi-million dollar program including design, development, delivery, logistics, SOWs, vendor relations, and end-user interactions.
- Managed up to 50 direct reports and supported 260,000 indirect reports.