Jonathan J. Revelos

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404-550-8144 | Dallas, GA
LinkedIn | Portfolio

Instructional Strategist | Performance Improvement Consultant | L&D Expert

Leveraging cognitive science to create learning experiences that "move a meter that matters."

EXPERIENCE: Instructional Strategy/Design/Development, Knowledge Harvesting/Management, Leadership Skills Development

SKILLS: Learning by Doing, Simulation, Information Architecture, Story-Based Learning, Artificial Intelligence, Adult Learning Theory

SUCCESSES: Design/Development/Implementation of 100's of successful high-impact learning experiences for top-tier universities, business schools, and Fortune 500 organizations.

Professional Experience

9/2013 – Present

Knowledge Narratives

Principal Learning Strategist: Atlanta, GA

- Provider of strategic performance improvement consulting and instructional design services.
- Specializes in business performance needs/gap analysis, technology-enabled learning solutions, application-based skills development, story/narrative use in motivation and instruction, and impact measurement/evaluation.

11/2023 – 1/2025

Emeritus

Sr. Instructional Design Manager: Singapore (Atlanta, GA)

- Primary instructional design lead on customized business learning programs ranging from *Executive/Manager Development* to *Fostering An Innovative Culture* for thousands of executives, managers, and front-line employees in dozens of the world's most successful organizations (*Google, AWS, Tetra Pak, Comcast, Allianz, BNP-Paribas, etc.*)
- Created effective application-driven learning experiences by combining content from the world's top universities (*Columbia, MIT, Harvard, Berkeley, Stanford, Imperial, IMD, etc.*) with custom information from industry-leading practicing experts.
- Impact survey results include 94% positive impact on career and 91% positive impact on business/organization.

2/2014 – 2/2023

ExecOnline

Vice President, Learning Design: New York, NY (Atlanta, GA)

- Foundational learning management leader for the organization (Employee #9)
- Learning lead of 125+ online Leadership Development offerings in partnership with top business schools (*Berkeley, Univ of Chicago, Columbia, Darden, Dartmouth, Duke CE, IMD, Ivey, MIT, Stanford, Wharton, and Yale)*.
- As of 2023, ExO's "learning by doing with impact" programs were taken by 140K+ participants from 1200+ companies in 100+ countries.
- Program success indicators were consistently very high and typically exceeded client expectations (avg: 90% Likely to Recommend; 97% Likely to Apply; 45 Net Promoter Score; ~104x ROI).

2/2012 – 8/2013

KornFerry Int'l

Vice President, Business Simulations/Interactive Solutions: Waltham, MA (Atlanta, GA)

- Instructional Design Lead for the design and development of innovative interactive eLearning solutions for Fortune 100 clients facing organizational team performance challenges.
- Transitioned an extensive library of dozens of proprietary classroom-based Diversity/Inclusion and Management/Leadership Development learning solutions to an online medium for expanded distribution and implementation globally.

10/2007 – 11/2011

Bank of America

Vice President, Global Learning Organization: Charlotte, NC (Atlanta, GA)

- Global learning leader tasked with improving the performance of the organization and its 300K+ employees.
- Specific areas of focus included Enterprise Compliance, Global Onboarding, Banking Center Operations (Sellers/Tellers/Leaders), and Global Curricula/Content Maintenance.
- Designed and implemented a pioneering Social Simulation learning solution with a proprietary design/storyboarding tool.

5/2003 – 10/2007

Tata Interactive Systems

N. American Dir of ID / Chief Evangelist: Story-based Learning: Mumbai, India (Atlanta, GA)

- Head of N. American Sales Team support and primary ID consultant during Analysis and Design phases of custom client engagements.
- Led an international multi-disciplinary instructional design/development team in response to client proposals and projects addressing specific expressed needs.
- Head of a Line of Business Practice focused on the instructional benefits of Story for the transfer and retention of knowledge.

10/2001 – 1/2003

Media1st

Chief Learning Officer: Atlanta, GA

- Externally responsible as company-wide Head of Instructional Design and Content Development for multiple video-centric eLearning initiatives for a variety of large clients (*Allstate, General Electric, Marsh, Citrix, Notre Dame, etc.*).
- Internally responsible for designing and implementing an employee education and skills development program (Media1st University) and providing visionary ideation for enhancing the features and functions of the M1st iNstruct platform/product.

Professional Experience (cont.)

Arthur Andersen
Virtual Learning Network
Sr. Manager; Atlanta, GA

iXL Enterprises
Sr. Instructional Consultant; Atlanta, GA

Allen Communication
Dir-Academy of Multimedia; SLC, UT

Andersen Consulting
Sr. Manager, Media Tech; Chicago, IL

Education

Northwestern University: The Institute for the Learning Sciences
Master of Science - Computer Science
(focus: Artificial Intelligence, Cognitive Science, Education)

The Ohio State University
Bachelor of Science - Industrial & Systems Engineering
(focus: Human Factors and Ergonomics)

Select Projects | Portfolio | Endorsements

List of notable past instructional projects (Corporate and Academic clients)

Full Profile of learning program design samples, instructional videos, and articles.

Endorsements and Letters of Recommendation are available via LinkedIn and/or upon request.

Published Articles

- **Training & Development Methods Journal** – V21, No. 3, '07
  Igniting Instruction Through a Narrative Spark

Highly Commended Award Winner: 2008 Emerald LiteratiNetwork Award of Excellence

- **Human Capital Management Magazine** – Sept/Oct & Nov/Dec '07
  For Sale: Baby shoes. Never used.
  Four Ways to Use Story in Course Design

2-part Instructional Design series on the use of Story in learning

Conference Presentations

- ISPI Global Conf 2009 – Orlando (*Encore*)
- ISPI Global Conf 2008 – Orlando
- Day of Learning 2008 (ASTD/BoA) – Charlotte
- eLearning Guild Online Forum 8/07 – Virtual
- ASTD 2006 Conference & Expo – Houston
- Learning 2005 – Orlando
- Training 2004 – Atlanta
- Training Directors Forum 2004 – Phoenix
- TechLearn 2004 – New York
- Online Learning 2004 – San Francisco