

## Lisa P. Tulchin

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### Highlights of Qualifications

- Experienced trainer/facilitator who creates a dynamic and engaging classroom experience.
- Instructional designer who quickly develops focused curricula and easy to use training materials.
- Proven track record working in fast-paced high-pressure change management projects.
- Excellent public speaking skills; comfortable working with diverse audiences.
- Fluent in Spanish, familiar with Portuguese and German. Have worked in Latin America, Europe, Asia, and Australia delivering training in both English and Spanish.

### Work Experience

#### **Nutmeg Business Solutions & CafeFAQ**

**Freelance Trainer, Tech Writer, and Instructional Designer**

**1997–present**

**Home office**

Current and past clients:

- **Apogee Solutions / WorkWise / Pinnacle Ridge Consulting**—company specializing in Change Enablement for SaaS and Social Collaboration Initiatives, Salesforce.com, SAP CRM, as well as Google Apps for business/education. Manage projects, design curricula, create documentation (including storyboards) & deliver training to clients including: ACT (Salesforce Sales Cloud and Service Cloud), American Red Cross, Chanel, Chipotle (Salesforce Service Cloud), Clear Channel Media & Entertainment, Dice (Salesforce Sales Cloud and Service Cloud), EMD Millipore, Hologic (Sales Cloud, Lightning Experience, SF1, FS1, Service Console), Ingersoll Rand, MWV, NYSE Euronext, Proctor & Gamble (Salesforce Knowledge Base) Norton | Saint-Gobain (SAP CRM), Salesforce.com, Sauer-Danfoss Inc., and Yahoo!.
- **Axway**—a global supply chain solution provider. Contracted with the Sales Academy team to design Intro to B2Bi eLearning modules.
- **C3i**—company specializing in developing and delivering training.
  - Training delivery for Eli Lilly, Allergan, & Novartis
  - Instructional Design and Documentation work for Eli Lilly, Allergan, & Cordis.
- **Cegedim**—Delivered Siebel training to Teva pharmaceutical new hires.
- **Clarity Consultants**—Agency that places Instructional Designers with Bay Area companies, worked long-term with Wells Fargo Wholesale Loan Services.
- **Evantec**—Deployed Siebel 8.0 training via vILT using Adobe Connect to Juniper Network's EMEA sales team.
- **Expertus**—Delivered vILT training sessions to Hotels participating in Expedia initiatives to a global audience.
- **LPW Training Services**—company specializing in pharma training, especially using Veeva, VMobile, and iRep as well as Stay-in-Front, and Veeva Vault. Roles include: eLearning storyboard writer and project manager, Training Project Manager, Training Lead, Instructional Designer & Trainer. Clients include: AbbVie, Quintiles, Otsuka, Teva, Sunovion, Astellas, Bayer US, Johnson & Johnson, Janssen, Eli Lilly, Allergan, Amgen, Merck, Boehringer Ingelheim, Daichii Sankyo, Baxalta
- **SkillSoft & Bulletproof**—vILT delivery of SFDC Sales Cloud to members of Cisco System's XSRM EMEA team.

#### **CallWave, Inc., now FUZEbox**

**Application Trainer**

**2008–January 2009**

**San Francisco, California**

Single-handedly designed, developed, and created blended training solutions for SFDC and for the CallWave product line: FUZE (SaaS online collaboration tool) and WebMessenger (mobile business communications).

**Wachovia Mortgage, FSB / World Savings & Loan  
Mortgage Support Group**

(Not continuous) **2002–2008**  
**Oakland, California**

***Mortgage Performance Consultant***

**2007–2008**

As senior member of a small team, designed, developed, and deployed World Savings & Loan's (WS&L) retail mortgage department's North American laptop conversion program. This merger change management project impacted about 450 employees in three months after pilot.

***Sr. Training Specialist***

**2006–2007**

Created, designed, and delivered performance-based application training, focused on folding software knowledge into practical job skill, while managing a small group of junior Instructional designers. In addition, collaborated with other departments regularly to manage change management projects that affected mortgage division. Also delivered traditional training classes, coordinating sessions with LMS.

***PC and Automated Loan Processing System (ALPS) Trainer***

**2002–2003**

As part of large-scale change management project developed communication plan and training materials, led Train the Trainer, and delivered training. The project ensured all loan field employees had a minimum level of technical ability, which allowed WS&L to successfully deploy a new loan origination system across North America.

***ProSearch/East Bay Professional Experience Network  
Trainer***

**2001–2002**  
**Oakland, California**

Facilitated mandatory orientation sessions at ProSearch, an EDD program for professionals searching for work and served as peer coach as part of membership in the program.

**Software**

- *Collaboration:* SharePoint, Veeva Vault, LiveMeeting, WebEx, GoToMeeting, FUZEMeeting, Adobe Connect
- *CRM:* Salesforce.com, Veeva, PS Enterprise, SAP CRM, Siebel 8.0, ACT
- *eLearning:* Adobe Captivate, Camtasia, Snagit, Dreamweaver,
- *Office Software:* WordPerfect Office Suite, gMail, Google Applications, Adobe Acrobat Professional, MS Office (including Access, Visio, & Publisher), MS Project, FileMaker, PeopleSoft
- *Creative/Design Software:* Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, Adobe FrameMaker, Adobe InDesign, Adobe Fireworks, Coda, Quark Xpress
- *Misc:* iShowU, ScreenMimic, Blackberry simulators, iPhone simulator, RoboHelp, Snagit

**Education**

<b>ASTD Golden Gate Chapter</b> , Foundation Series, San Francisco, CA	2002
<b>Emory University</b> , MA, Art History, Atlanta, GA	1997
<b>Vassar College</b> , A.B. Latin American Studies, Poughkeepsie, NY	1991