

BRANDON EDLING

CONTACT

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EXPERTISE

- Firm focus on emerging technology and 20+ years of experience in technology or prod-tech enterprises.
- Successfully managed and executed complex projects by assembling dedicated teams, coordinating tasks, and adhering to established timelines.
- 10 years of experience designing comprehensive training programs aimed at equipping end-users with essential sales, product, and technical competencies.
- Exhibits a customer-centered approach and possess extensive experience in effectively communicating with leaders at all hierarchical levels.

PROFILE

Hi, I'm Brandon Edling, an enablement and learning professional with over 20 years of experience in technology and product-oriented enterprises. My diverse skill set includes project management, technical writing, and designing comprehensive training programs. I particularly excel in video production, enabling me to create compelling learning experiences. Moreover, I am adept at delivering training content remotely or in-person, providing versatile and effective learning solutions for all stakeholders.

EXPERIENCE

2022 – Present

MANAGER, SALES ENABLEMENT OPERATIONS AND CONTENT

Figma

- Engaged with multidisciplinary teams and collaborated with global leaders in People, Sales, Marketing, Product, and Engineering teams to determine strategic learning priorities.
- Led team responsible for assessing, piloting, deploying, and managing the learning technology stack, which encompassed the learning management system and related tools.
- Collaborated closely with cross-functional teams to establish practices ensuring a cohesive strategy for the consistent creation, management, and sharing of knowledge assets. Emphasized the importance of quality, accessibility, and efficient collaboration among all stakeholders involved.
- Created and innovated captivating learning experiences and programs (including in-person, virtual, and self-paced formats) by defining explicit learning objectives and leveraging expertise in instructional design, content creation, and delivery of learning initiatives.
- Oversaw complex international initiatives involving numerous parties and led data gathering/analysis for reporting and insights in key areas like business outcomes, learner engagement, employee satisfaction, and cost efficiency.
- Evaluated the impact and efficiency of learning programs; established and oversaw trial runs for testing novel concepts and acquired knowledge prior to launching comprehensive initiatives.

SOFTWARE SKILLS

- Blackmagic Design DaVinci Resolve
- Apple Final Cut Pro X and Motion
- Adobe CC (Photoshop, Illustrator, InDesign, Audition)
- Serif Affinity Suite (Designer, Photo, Publisher)
- Articulate 360 (Storyline and Rise)
- Various Learning Management Systems (Workramp, Lessonly, Litmos, Meridian)
- Figma Design, FigJam, Canva
- Confluence, Asana
- Highspot, Guru

CERTIFICATIONS

- ATD Master Instructional Designer
- Apple Certified System Administrator
- Microsoft Certified Professional

EDUCATION

Bachelors of Film Studies,
University of Kansas (1999)

EXPERIENCE (continued)

2016 – 2022

MANAGER, GLOBAL CHANNEL ENABLEMENT

Dropbox

- Created, initiated, and managed the comprehensive Dropbox channel sales and technical enablement program, which encompassed a range of curricula including onboarding, sales, technical training, customer support, and marketing.
- Established three fundamental certification programs (Dropbox Certified Seller, Dropbox Certified Administrator, and HelloSign Certified Professional) and successfully certified more than 15,000 channel partners globally in 11 different languages.
- Fostered robust relationships with sales leadership and other cross-functional teams to assess requirements and identify areas where skills and competencies could be improved.
- Developed and deployed a comprehensive set of metrics to assess the effectiveness and results of training initiatives.

2012 – 2015

SENIOR DIRECTOR, INNOVATION MANAGEMENT

NBC Universal (Comcast)

- Spearheaded digital advancements for technology products and services in alignment with NBCUniversal's strategic plan and overall business objectives.
- Co-led a multinational service desk team consisting of seven managers and over 40 support representatives, dedicated to providing expedient and relevant technical support to the entire employee population of NBC Universal.
- Managed the implementation of an internal technical knowledge base and crafted educational resources to empower new employees with the necessary skills for efficient utilization of NBC Universal's resources and services.

2008 – 2012

DIRECTOR, WORKPLACE TECHNOLOGY

NBC Universal (General Electric)

- Directed a team of 10 individuals responsible for establishing and upholding the company's standards for AV, software, and hardware.
- Spearheaded IT teams for multiple major projects, including the production of "The Tonight Show with Conan O'Brien," "Saturday Night Live," the coverage of the 2008 Summer Olympics in Beijing, China, and the upgrade of the "Today Show" studio (1A) to high-definition broadcasting.