

JEREMY GLEASON

Learning & Enablement Leader | Instructional Design | AI-Enabled Training

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SUMMARY

Instructional design and enablement leader with over a decade of experience building learning functions from the ground up, managing cross-functional teams, and turning complex software into training that thousands of learners actually use, across K-12, higher education, and enterprise SaaS. Founded a content development department from zero, led teams of designers and technical writers as final quality authority, managed six-figure technology decisions, and now applies hands-on AI fluency to modernize how learning content gets built. Seeking a manager or senior individual contributor role where deep instructional expertise and a track record of ownership drive measurable business outcomes.

CAREER HIGHLIGHTS

- **Founded a department from zero.** Built Dealertrack's entire content development function from scratch, establishing governance, intake workflows, content and visual standards, and the foundational tech stack (Docebo, Captivate, Adobe Suite).
- **Led teams and owned quality.** Managed five instructional designers at Dealertrack and later led a cross-functional team of designers and technical writers at Visual Lease as the final quality authority for all instructional content.
- **Delivered six figures of value on budget.** Allocated a \$100K budget to source and implement an enterprise LMS, completing the project roughly \$40K under budget while administering the platform for over 1,500 global learners.
- **Built measurable program outcomes.** Launched a partner certification program that cut onboarding time 30%, designed state DMV-mandated certification programs with real compliance stakes for dealerships nationwide, and implemented SOPs that reduced content creation time 30%.
- **AI-powered content workflow.** Built an AI-powered content workflow, using AI across discovery and scripting, that moves projects into production faster and increased development speed 10 to 15%. Uses Claude and enterprise AI tools daily, has built working applications on AI, and is writing a book on AI's practical role in learning and development.

PROFESSIONAL EXPERIENCE

Senior Instructional Designer

04/2025 – Present

Juniper Square • Remote

- Own a 100-course internal learning portfolio in Skilljar, maintaining technical accuracy across Customer Success and Education teams.
- Built an AI-powered content workflow using AI across discovery and scripting, moving projects into production faster and increasing development speed 10 to 15%.
- Manage the full content production lifecycle from research and scripting through publishing, coordinating content standards across two stakeholder organizations.

Lead Instructional Designer

08/2022 – 04/2025

Visual Lease • Remote

- **Team leadership and quality ownership.** Led a cross-functional team of instructional designers and technical writers, serving as the final QC authority for all instructional content leaving the department.
- **Partner certification program.** Designed and launched a partner certification program from scratch, cutting partner onboarding time 30%.
- **Data-driven program design.** Analyzed Customer Success and product usage data to identify where users were getting stuck, built a Pendo Resource Center that reduced How-To support call volume 10%.
- **Platform administration.** Owned implementation and daily operations of Cornerstone LMS and a WordPress learning hub.
- **Stakeholder alignment.** Partnered with subject matter experts and executive stakeholders to align product training with international business goals, and directed monthly release-note production with the technical writing team.

Manager, Instructional Design

12/2021 – 08/2022

Dealertrack Technologies • Remote

- **Team management.** Formally managed a team of five instructional designers, owning capacity planning, workload distribution, and deadline accountability across all active projects.
- **Coaching and efficiency.** Mentored and technically coached new hires onto SOPs, and implemented new SOPs that reduced training content creation time 30%.
- **Strategic roadmapping.** Built 3, 6, and 12-month client education roadmaps aligned to major software release cycles.
- **Recognition.** Awarded Employee of the Quarter four consecutive quarters for leadership and project management.

Instructional Designer II

08/2018 – 12/2021

Dealertrack Technologies • Remote

- **Department architecture.** Built Dealertrack's content development function from zero, establishing governance, intake workflows, content and visual standards, SOPs, and the foundational tech stack (Docebo, Captivate, Adobe Suite, Reaper DAW).
- **Global LMS administration.** Administered Docebo LMS serving over 1,500 global learners across international markets, managing user accounts, curriculum assignments, compliance tracking, and reporting.
- **Compliance certification programs.** Designed state DMV-mandated certification programs required for dealerships across the country to legally operate, managing program governance, exam delivery, and renewal cycles.
- **LMS procurement.** Led end-to-end evaluation and procurement of the company's first LMS against a \$100K budget, coming in roughly \$40K under and overseeing full deployment.

Software Trainer II

09/2014 – 08/2018

Dealertrack Technologies • Remote

- Managed software implementations and client relationships across the NC territory, including onboarding for executive and C-suite stakeholders, and led training for the state's largest automotive dealership. Acted as a trainer-of-trainers for new hires and large-scale installations.

Department Chair / Project Lead, Course Revision

08/2011 – 08/2016

North Carolina Virtual Public Schools • Remote (concurrent, part-time)

- Managed and mentored a team of 10 virtual educators across daily operations, professional development, and performance. Designed and executed a full course-revision plan meeting strict state deadlines.

High School Teacher

09/2003 – 06/2012

Public School District • Various

- Engineered a district-wide curriculum framework adopted district-wide, contributing to a measurable rise in standardized test scores. 16 years translating complex content into clear, engaging learning for diverse audiences.

SKILLS & TOOLS

Leadership & Strategy: Team management, curriculum design, project management, mentoring & coaching, data analysis, adult learning theory, stakeholder alignment.

AI: Daily hands-on use of Claude and enterprise AI tools; AI-powered content workflows for discovery, scriptwriting, and faster production; built working applications on AI.

Authoring & Media: Articulate Storyline & Rise, Adobe Captivate, Camtasia, Adobe Creative Suite, Adobe Audition, Reaper DAW, video editing, professional voiceover.

Platforms & Systems: Docebo, Cornerstone, Skilljar, Blackboard, Moodle, WordPress, Pendo, WalkMe, SCORM.

Data & Analytics: PowerBI, data analysis for learning gap identification, LMS reporting, adoption and engagement metrics.

EDUCATION

MBA — Baker College, Flint, MI

B.A., Secondary Education — SUNY Fredonia, NY