

# Rebecca Barraclough

L&D Strategy | Training Delivery | Project Leadership

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## Professional Summary

Program, Change Management & Training Specialist with 12+ years driving enterprise transformation by combining project strategy with innovative learning design. Expert in creating SOPs, role-based training, and instructional content that improve adoption and performance. Dual expert in project management and learning development; empowers teams to apply skills confidently and reduce risk.

Proven track record delivering multimillion-dollar programs while streamlining operations, scaling onboarding, and driving organization development across complex, matrixed organizations. Skilled in post-merger integrations, organizational alignment, and knowledge management to boost user adoption and minimize disruption.

Experienced in hiring, managing, and mentoring teams, and strong stakeholder engagement. Known for compelling presentations and clear communication that effectively engages diverse audiences and simplifies complex concepts.

## Core Competencies

### Project & Change Management

- Change Management & Communication Strategy
- Agile/Scrum Methodologies
- Digital Transformation & System Integration
- Process Optimization & Workflow Improvement
- Stakeholder Engagement & Alignment
- Cross-Functional Team Leadership
- Data-Driven Performance Analysis

### Learning & Development

- Instructional Design & Adult Learning Theory
- Employee Onboarding & Role-Based Training
- SOP Development & Knowledge Management
- Training Delivery (In-Person & Virtual)
- Learning Management Systems (LMS)
- Visual Design & Storyboarding
- Articulate Storyline 360

## Professional Experience

### Strategic Consultant, Project Management & Learning Design

April 2025 -Present

- Provide project planning and scheduling support, sharing best practices to improve timelines, coordination, and delivery outcomes.
- Conduct client outreach to identify needs, present solutions, and grow business opportunities.
- Develop instructional materials, SOPs, and quick guides to drive platform adoption and support knowledge retention.

### US HealthConnect Inc.

2018 – 2025

#### Program Director, Global Learning Collaborative (Jan 2024-Mar 2025)

- Directed multi-million-dollar Continuing Medical Education (CME) programs and enterprise learning strategies, managing \$15M+ in annual revenue across oncology education initiatives.
- Oversaw strategic planning, budgeting, resource allocation, and timeline execution across cross-functional teams.
- Developed and deployed blended learning programs, including live, eLearning, and self-paced formats, to support onboarding, system adoption, and continuous learning.
- Created centralized knowledge repositories and onboarding kits in SharePoint/Teams for streamlined access to SOPs, workflows, and process documentation.
- Led post-merger integrations and organizational restructuring across four business units, delivering training, change communications, and performance support resources.
- Implemented AI-driven process improvements and user feedback loops to optimize training content, digital tool usability, and operational efficiency.
- Piloted and deployed new project management tools to eliminate bottlenecks and boost team productivity.

#### Program Director, Total CME, Inc. (Jan 2021 – Dec 2023)

- Managed full project lifecycle for CME programs generating \$12M in revenue, ensuring on-time and on-budget delivery.
- Led implementation and adoption of enterprise tools including OpenAir, SharePoint, and Asana.
- Developed SOPs, onboarding materials, and training documentation that reduced turnaround time by 30%.
- Designed performance-based learning experiences informed by data-driven needs assessments and user feedback.
- Created scalable learning paths and job aids tailored to specific roles and workflows, boosting tool adoption and reducing training time.

**Program Manager, Total CME, Inc. (Feb 2018 – Dec 2020)**

- Led project planning and execution for digital CME programs, managing timelines, budgets, risk mitigation, and cross-functional communications.
- Optimized content management systems and conducted QA testing to improve user experience and system performance.
- Facilitated technical training and SOP adoption for inter-departmental teams, driving successful implementation of new tools and workflows.
- Created reusable templates, process flows, and documentation that standardized team practices and improved knowledge transfer.

**Educational Testing Service**

**2012 – 2018**

**Product Manager (May 2014 – Jan 2018)**

- Designed and facilitated training for 60+ customer service staff in collaboration with state-level clients, improving service delivery and staff performance.
- Developed job aids, knowledge bases, and quick-reference guides to reinforce learning and support frontline staff in high-volume environments.
- Applied Six Sigma methods to analyze workflow inefficiencies and implement operational improvements, increasing customer satisfaction and team consistency.
- Created a self-service rescheduling system that reduced service workload by 25% in Q1 and enhanced customer autonomy.
- Received 2014 Presidential Award for nationwide improvements to test seat capacity management and access.
- Conducted user research and product testing; translated feedback into actionable enhancements and created training materials to support new product features.

**Product Associate (Nov 2012 – Apr 2014)**

- Delivered onboarding and policy training to customer service teams, improving operational knowledge and accuracy.
- Coordinated stakeholder communications for Georgia’s teacher certification program; maintained meeting documentation and tracked project action items.
- Migrated 150+ documents across internal databases, identifying and correcting data discrepancies to ensure integrity.
- Authored SOPs, communication templates, and process maps to support standardized practices and cross-functional alignment.

**Education**

<b>Bachelor of Science, Biology</b> Millersville University, PA	<b>Instructional Design Foundations &amp; Applications</b> University of Illinois Urbana-Champaign, Coursera
<b>Certified Scrum Master</b> Scrum.org	<b>Adult Learning: Theory to Practice</b> ATD Education
<b>Certified Six Sigma Green Belt</b> ProSource	<b>Creating eLearning Courses with Articulate Storyline 360</b> Udemy

**Technical Skills**

**Project & Collaboration Tools:** Asana, NetSuite OpenAir, Slack, Lucidchart, ExpenseWire, WebEx, Zoom  
**Learning & Content Development:** Adobe Acrobat, Articulate Storyline 360, Blackboard, BigMarker, Canva, Frame.io  
**AI Tools:** Descript, Panjaya, Otter, ChatGPT/Gemini  
**Microsoft Office Suite:** Word, Excel, PowerPoint, Outlook, OneNote, Teams, OneDrive, SharePoint, Visio, 365 Copilot