

# AMANDA ROSEBOOM, MBA MS

Learning Business Partner | Performance Consulting

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## SUMMARY

I partner with business leaders and operations teams to identify what's getting in the way and find the right solution. Sometimes that means learning. Sometimes it means better communication, a process change, or a system redesign. The solution follows the problem, not the other way around.

My career has taken me across healthcare, technology, and global operations, working alongside executives, operations directors, and frontline leaders to close capability gaps and drive measurable business results. I have cut time-to-competency in half, built consulting relationships with Fortune 500 organizations, and helped teams perform better by understanding their work first.

I bring an MBA in Leadership & Strategy and an MS in Instructional Systems, along with the judgment to know when learning is the answer and when it isn't.

## CORE COMPETENCIES

**Business Partnership & Consulting** Performance Consulting | Organizational Needs Analysis | Stakeholder Management | Executive Partnership & Influence | Change Management

**Organizational Performance** Performance Diagnostics | Capability Framework Design | Evaluation & Measurement | Learning Strategy | Organizational Development

**Leadership & Execution** Team Development & Coaching | Cross-Functional Collaboration | Program Management | Learning Technology Strategy | Process Improvement

## WORK EXPERIENCE

**Senior Instructional Designer** | Hummingbird Healthcare | Remote Sept 2024 - Present

- Build enterprise onboarding program to support 15+ medical specialties, ensuring alignment with organizational goals and compliance standards.
- Partner with QA and Contact Center Operations to identify skill gaps and design scalable learning solutions that improve performance and reduce risk.
- Design a learning data dashboard to track program status and effectiveness, with infrastructure built to integrate QA and operational performance data over time.
- Develop blended learning experiences (eLearning, scenarios, live virtual) that boost engagement and speed time-to-proficiency.
- Incorporate iterative design practices to improve SME collaboration and reduce revision cycles.
- Advise leaders on onboarding optimization, future learning needs, and organizational learning strategy.

**Senior Learning Consultant** | Mark Anthony Brewing | Contract | Remote Jan 2024 - Sept 2024

- Partnered with operations leaders to gather requirements, diagnose capability gaps, and design targeted learning solutions addressing root causes of production inefficiencies.
- Collaborated with subject matter experts across manufacturing operations to translate complex technical content into engaging, retention-focused learning experiences.
- Implemented evaluation frameworks to establish baseline metrics and track training effectiveness.

**Senior Learning Consultant** | COPC | Contract | Remote

Oct 2022 - Jan 2024

- Provided strategic consulting to enterprise clients on learning program effectiveness, benchmarking performance against industry standards and recommending optimization strategies.
- Conducted performance diagnostics across contact center operations, identifying capability gaps and building improvement roadmaps aligned to client business objectives.
- Developed internal business case for digital learning transformation, converting ILT to scalable eLearning and generating \$16K in new revenue for COPC.
- Built relationships with heads of L&D, operations directors, and industry leaders, influencing strategy through current state analysis and future state recommendations.

**Senior Global Instructional Designer** | Groupon | Chicago

Apr 2021 - Oct 2022

- Redesigned enterprise onboarding programs across two business units, cutting time-to-competency by 3 days (Content Operations) and 50% (Merchant Operations).
- Partnered with operations leaders to diagnose performance barriers and design learning strategies directly tied to organizational growth and efficiency goals.
- Drove 15% reduction in agent support caseload through deployment of 144 multilingual self-service resources across global teams.
- Coached and mentored junior designers, elevating team capability and raising design standards across the function.

**Global Instructional Designer** | Groupon | Chicago

Sept 2018 - Apr 2021

- Designed and implemented standardized learning design processes across global teams in multiple countries, improving efficiency, quality consistency, and cross-regional collaboration.
- Partnered with Sales leadership to develop customer segmentation training program, contributing to a 2.1% increase in sales performance.
- Maintained 100% stakeholder satisfaction rating through a consultative approach, ensuring alignment between learning solutions and business priorities.
- Built relationships with stakeholders across functions and geographies, positioning learning as a strategic business partner.

**EDUCATION**

**MBA** Business Administration, Leadership & Strategy | Indiana University

**MS** Instructional Systems and Learning Technologies | Florida State University

**BS** Secondary English Education | University of South Florida

**TECHNICAL PROFICIENCIES**

**Analytics & Business Tools** Excel (advanced) | Data Visualization | Survey Design & Analysis | Project Management Software

**Learning Technologies** Articulate 360 | Learning Management Systems

**Frameworks & Methodologies** Kirkpatrick Evaluation Model | Needs Assessment | Performance Consulting | Adult Learning Theory