CORY ARCHER

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Summary & Skills

I build sustainable L&D teams and technical infrastructures that produce data-driven results, scaling ecosystems that have delivered over 1.8 million course completions. My background bridges the gap between co-founding international startups in China and leading structured enterprise operations as a VP managing 120+ clients with 50,000+ yearly active users. I specialize in solving complex operational challenges, from consolidating tech stacks saving over $500K to implementing AI that accelerates time-to-market. I focus on the systems that make training profitable and effective.

Experience

WorkForge — Kansas City, Missouri
- ➤ **VP of Learning Technology & Operations** — 2024 - Present
- ➤ **Director of Learning Technology & Operations** — 2023 - 2024
- ➤ **Instructional Design & Content Development Manager** — 2022 - 2023

Self-Employed — Paola, Kansas
- ➤ **Professional Freelancer** — 2021 - 2022

Zing International Consulting Group — Wuhan, China
- ➤ **Managing Member** — 2019 - 2020

Tico English — Liuzhou, China
- ➤ **Managing Director** — 2016 – 2019

MCIELTS — HCMC, Vietnam
- ➤ **Director of Curriculum Development and Training** — 2016 - 2016

Various Organizations — HCMC, Vietnam
- ➤ **ESL Instructor** — 2013 - 2016

Education

Boise State University
- ➤ **MS: Organizational Performance & Workplace Learning** — 2021 – 2023
  - o Focus: Workplace Instructional Design (WIDe)

University of Kansas
- ➤ **BA: Linguistics** — 2008 – 2012
  - o Minor: Germanic Languages & Literature
  - o Global Awareness Program (GAP) Certificate
  - o 2012 Internship: Eutin, Germany
  - o 2010 Study Abroad: Holzkirchen, Germany

Professional Certifications

Scrum Alliance
- ➤ **Certified Scrum Product Owner (CSPO)**
- ➤ **Certified Scrum Master (CSM)**

Pragmatic Institute
- ➤ **Certified Product Manager (CPM) PMC-III**

Collaborative Institutional Training Initiative
- ➤ **Social & Behavioral Research Training**

Microsoft
- ➤ **Microsoft Power BI Data Analyst**

Vanderbilt University
- ➤ **Generative AI Leadership & Strategy**

Asana
- ➤ **Asana Foundations Skills Badge**

Awards

The Inaugural Blue Heat Award
- ➤ **Presented by WorkForge at Forge Ahead 2024** — 2024

Detail

WorkForge

VP of Learning Technology and Operations

- Oversaw all content development, technology, and quality assurance teams supporting 120+ enterprise clients and engaging 48,000+ unique yearly users with learning and development initiatives.
- Oversaw the delivery of over 480,000 yearly course completions, including a large portion of strategic content mix (60% pathways, 35% client-created content, 5% custom created content) delivered 80% within our LMS and 20% Content-as-a-Service (CaaS).
- Analyzed 20,000 learner survey responses to gauge program effectiveness, resulting in a high positive feedback rate of 96% "(81% yes and 15% somewhat), this learning content helps me with my job" responses, which quantified as 16,200 positive learner outcomes.
- Oversaw complex learning solution development achieving 4.9 out of 5 average satisfaction score for custom L&D project builds for enterprise clients, demonstrating exceptional success in design quality and client project management.
- Refined and managed product roadmap, balancing technical debt, core maintenance, and new module builds across our proprietary eLearning pathways and LMS features.
- Secured multi-year, strategic vendor contracts (LMS, CaaS, Global HR, and DAM), and built an external network of Subject Matter Experts (SMEs) to ensure the long-term viability and feature richness of the core product ecosystem.
- Drove customer discovery by conducting in-depth interviews with client stakeholders and prospects, translating feedback into validated user personas and needs to directly inform feature prioritization.
- Established a dedicated, multi-language Quality Assurance (QA) team, a strategic operational initiative that resulted in a 90% reduction in client-reported errors and dramatically improved global product quality and user experience.
- Created a flexible capacity model using Learning Experience Designer and 3D Design contractors, enabling the development team to rapidly scale production capacity to meet peak client demands.
- Designed and launched a new External Engagement and Compliance Data Portal that provides director level and up stakeholders with real-time insights into key learning metrics and GFSI audit compliance status.
- Spearheaded the adoption of AI tools across the development stack, including semantic search for the content catalog and generative design tools, accelerating content discoverability and reducing time to market.
- Developed an internal operations performance portal increasing transparency and predictability in the product delivery lifecycle.

Director of Learning Technology and Operations

- Oversaw day to day operations of all technology and operations teams, overseeing learning technology (including development tools, LMS, CaaS, and data), content development teams building catalog and custom eLearning modules, LMS administrators supporting product installation, and data teams.
- Standardized project-based product offerings, reduced delays and change requests, and increased capacity through refined project scopes.
- Led full client migration to one platform from three platforms, consolidated tech stack and decommissioned legacy tools to drive operational cost savings in excess of $500,000 USD.
- Created the foundation of a professional implementation process by designing client kickoff, data migration, platform configuration, training, and integration processes.
- Streamlined client onboarding and training, enabling operational independence and receiving a 4.8 out of 5 client satisfaction score for the quality of the training and overall installation success.
- Developed standardized KPI's and operational war room for visibility.

Director of Learning Technology and Operations

- Led the successful merger of two content teams (Valor & 180 Skills) by aligning best practices, streamlined Asana reporting, and restructuring both custom and catalog content delivery.
- Filled Key organizational gaps by hiring onshore and offshore instructional designers, flex developers, and establishing successful partnerships.
- Aligned product strategy with growth goals and organizational priorities, achieving visual consistency with style guides, enhanced update processes, and improved graphical production quality.
- Defined learning evaluation across all new projects by implementing standardized accessible knowledge checks.
- Established baseline performance metrics and reduced module build cost by 80%.

Zing International Consulting Group (ZingICG)
Managing Member
- Co-founded and secured initial investment for a multi-initiative company with three core focuses: building a multi-language learning platform, creating a pet toy company, and developing an international trade platform connecting global businesses.
- Led the development of the language learning platform, using instructional design principles and frameworks to manage technical operations to ensure efficient progression through initial build phases.
- Collaborated with investors, technical teams, and subject matter experts (SMEs) to create a culturally relevant UI/UX, scalable content for global learners, and a roadmap for expanding the language platform to multiple languages.
- Managed the project lifecycle with clear acceptance criteria, facilitating timely completions of development milestones until COVID-19 disrupted further progress, leading to the eventual discontinuation of the project.
- Directed initiatives for the pet toy company and trade platform by overseeing the creation of marketing strategies, websites, and social media channels to establish brand presence in China and America.
- Despite the early momentum and progress in all three ventures, the unforeseen challenges of the pandemic forced the project to halt before completion.

Tico English
Managing Director
- Co-founded and scaled a language education startup in China, establishing a portfolio of four core products, including native-speaking teachers trained and managed in-house and three educational products tailored to different age groups and learner needs.
- Oversaw delivery of English education to 10,000+ learners completing 300,000+ courses obtaining a 4.5 out of 5 user satisfaction score.
- Developed educational programs targeting young learners, middle and high school students, and IELTS/adult learners, ensuring a diverse product offering that addressed key market segments.
- Recruited, trained, and managed a team of 30 employees, including salary negotiations, performance evaluations, and conflict resolution, ensuring high staff engagement and productivity.
- Led product development initiatives, creating ESL books, materials, and curriculum that supported company growth and market differentiation.
- Designed and executed the company's business strategy, leading all aspects of project management, from setting objectives and timelines to issue resolution and project completion.
- Built brand recognition through strategic partnerships with 2 external organizations, expanding market presence and driving business growth.
- Held cross-cultural meetings with sponsors to align objectives, track progress, and address concerns, ensuring clear communication with stakeholders.
- Implemented cultural immersion programs to help new employees integrate into the local environment, ensuring a smooth transition and high retention rates.

MCIELTS
Director of Curriculum Development and Training
- Led the development of a standardized, scalable product offering for IELTS preparation, transforming a fragmented curriculum into a cohesive and consistent program across the organization.
- Managed a cross-functional team to deliver three core courses - Pre-IELTS, IELTS Beginner, and IELTS Intermediate - resulting in six educational books, comprehensive training guides, and observation training manuals.
- Streamlined operations by creating a replicable methodology and training framework, ensuring the consistent delivery of services and improving overall teaching efficiency and performance.
- Implemented a continuous feedback loop to refine the curriculum, aligning product features with user needs and driving improved educational outcomes.
- Facilitated stakeholder communication and collaboration across multinational teams to ensure product alignment with business goals and market requirements.