

# Clark H. Collett

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## EXECUTIVE SUMMARY

**Senior Learning Experience Leader**—Conceived, developed and implemented a human risk management product generating several millions of dollars in revenue and reducing risk for thousands of organizations. Led the development and implementation of partner certification programs, improving channel sales by 20% and reducing in-house support by 15%.

## QUALIFIED

**Accomplished** people and program manager, learning experience designer, instructional designer, leader, trainer, and presenter in corporate and retail environments.

**Proficient** in AI tools and implementation, learning management systems (Docebo and others), Google Workspace, Articulate Storyline & Rise, Photoshop, Illustrator, InDesign, Microsoft Office, After Effects, PowerPoint, OneNote, Keynote, and more.

**Creative** approach in leading the vision, concept, design, and implementation of acclaimed on-demand, virtual, and in-person training for a global audience of employees, customers, and prospects.

**Unique** ability to develop alternative learning experiences such as building educational escape rooms from scratch (which have been used at conferences, in internal onboarding, and for reseller partner events), gamified e-learning courses designed to engage and change the behavior of learners.

**Savvy** in using technology to create balanced, immersive, and fulfilling learning experiences for all levels. Specialize in C-suite customer demos, technical support training, and developing sales and technical programs that increase sales and reduce support calls.

## EXPERIENCED

### **Senior Training and Program Manager, ESET, 2008–Present**

Lead the people and projects for the global sales and technology training team at ESET, a top-five cybersecurity company. Oversee the analysis, design, and development for product sales training that helps turn global ESET internal employees and international sales partners into brand ambassadors for existing and potential customers. Led the rollout and strategy of several AI tools in the organization, including Eleven Labs, ChatGPT, Claude, Midjourney, Copilot, and sales-enablement AI tools such as Solidroad and sales simulations in Salesforce.

Led the initial concept and creation of an on-demand cybersecurity training product (human risk management) that helps fill an important security gap for businesses and generates revenue for ESET. Continue to lead the implementation, executive demos, support training, design, and development for this business solution as it continues to grow in depth and reach.

Oversee the customer experience, marketing, and program adoption on a global scale, working with director and VP stakeholders to create scalable implementations and measurable results. Work directly with developers to improve the backend technical features and the cloud-platform customer experience. Continually create new micro and macro learning courses, and assist in localizing to several languages for multiple learning preferences.

Lead the development of global product sales training and customer-facing courses, with the aid of the latest AI tools and technologies, to enhance efficacy and speed of creation and delivery. Conduct thorough

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analysis of training needs, to ensure that the animations, branching scenarios, gamified reinforcements, interactions, and simulations are engaging, memorable, and behavior-changing.

Courses and certificate programs have been utilized by tens of thousands of employees, customers, and channel partners, achieving an average rating of 4.8 out of 5 for quality, improved sales confidence, competitive differentiation, security improvement, and more.

Prior roles at ESET include instructional designer, principal instructional designer, creative manager, and senior learning architect. Active in wellness, event planning, pride sponsorships, speaking engagements, webinars, and more. Created two educational escape rooms from scratch that taught cybersecurity principles in a fun and memorable way, increasing engagement and knowledge retention at partner conferences and employee events.

## **Lead Creative, Apple, Inc., 2005–2008**

Trained, led, managed, and mentored a team of 15 Creatives for Apple Retail. Facilitated paid-studio and free learning workshops to help customers learn to use consumer and professional programs, from movie editing to Adobe Creative Suite. Assisted customers with creative projects by adjusting the teaching style and pace to meet individual customer needs.

Responsible for developing ongoing training programs, recruiting new trainers, employee scheduling, maintaining customer satisfaction, planning and scheduling workshops, coordinating school nights and other special events, and ensuring an excellent customer experience to create promoters of the Apple brand. Consistently received top 5 Net Promoter Scores in the country for training.

## EDUCATED

Graduated from **Brigham Young University** with a bachelor's degree in graphic design. Multiple certifications and certificates in e-learning and instructional design. Versed in ADDIE, design-thinking, cybersecurity awareness, gamification, multi-media, and interactive learning.

Attended various UX, LX, and instructional design conferences, including AI implementation with the advantages and risks associated, and the Docebo Inspire learning management system conference.

Attended conferences such as DevLearn, Gartner Cybersecurity and Risk Management Summit, and ATD. Completed courses on AI tools, including the cybersecurity and privacy risks and considerations.