



# RUSSELL A. WHEELER

Workplace Learning & Performance Professional

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## FACT

**Russell is one of approximately 350 people worldwide with the credentials and expertise in facilitating and training individuals in innovative and critical thinking skills.**

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## SUMMARY OF QUALIFICATIONS

**A workplace learning and performance professional with over 15 years of organizational innovation, operations, sales and leadership experience who has training delivery, design, measurement and performance consulting expertise.**

## PROFESSIONAL EXPERIENCE

### **SUNTRUST BANK, Atlanta, Georgia** **Training Specialist & Bank Officer**

**2004-Present**

Conduct leadership, management and employee development sessions as well as train-the-trainer programs supporting the Atlanta regional network.

- Deliver new-hire orientation, product, security, compliance, teller, financial services, call center, sales, leadership and coaching programs for over 220 branches and approximately 2,000 new hire retail and management employees.
- Increase colleagues' competencies and facilitation skills by leading various Train-the-Trainer courses.
- Improve learning effectiveness and increase learner retention by designing and developing a variety of classroom and presentation materials, accelerated learning activities and innovative and critical thinking tools and job aids.
- Designed and conducted train-the-trainers for a new, multiple-week financial service representative blended learning program consisting of selling and customer service skills, product and process knowledge and banking acumen over a 10 month period.
- Consistently receive high average trainer effectiveness score of 5.66 out of 6.00, consistently ranked as a top trainer in the department.
- Decreased travel costs and increased training team productivity by voluntarily leading the Virtual Technologies Delivery Network team developing documentation outlining the skill-sets for trainers to deliver and drive LiveMeeting sessions.

### **AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT (ASTD)** **National Chapter Recognition Committee**

**2010-Present**

- Selected by peers to serve on this National committee.
- Review best practices submitted by chapter leaders across the United States and assist with the selection the Chapter of the Month award winners for ASTD.

### **Vice President of Technology – Greater Atlanta Chapter of ASTD**

**2007-2009**

Partner with chapter president, peers and other Chapter stakeholders to design, develop and implement technology plans for the chapter's website and other technology-related tasks for the second largest ASTD Chapter in the U.S.

- Awarded 2007, 2008 & 2009 Leadership Appreciation Award for leadership of technology initiatives for the Chapter.
- Developed strategies associated with the implementation of technology across all other functions and manage technology relationship with association management vendor.
- Improved efficiency and service to members through the innovative design and maintenance of the chapter's award-winning website increasing the Chapter's awareness in the market and attendance at events.
- Recommended new technology and upgrades to existing technology to Chapter leadership through benchmarking with other ASTD Chapters, associations and extensive research.

### **Volunteer Communications Coordinator – Greater Atlanta Chapter of ASTD**

**2007**

- Designed, developed, implemented and maintained the website [[www.volunteerforice2007.org](http://www.volunteerforice2007.org)] utilized for volunteer registration and coordination for the 2007 ASTD International Conference and Exposition in Atlanta, Georgia.

### **Vice President of Communications – Greater Atlanta Chapter of ASTD**

**2004-2006**

Won 2005 & 2006 Leadership Appreciation Awards for leading, designing and implementing the Chapter's communication plans for the majority of chapter events via chapter's website, newsletter and publicity functions.

- Won the 2003 Greater Atlanta Chapter "Outstanding Contribution" Award for leading the Web Team and received the 2004 "Out-of-the-Box & President's Choice" Award for innovative and creative ideas implemented by the Communications team.

### **ACCELERATE INNOVATION, Atlanta, Georgia**

**2001-Present**

#### **Facilitator, Designer & Trainer of Organizational Innovation**

- Design, deliver and evaluate skills training programs and innovative meeting facilitation for clients such as Clayton State University, Verizon Wireless, St. Thomas Aquinas Church, Buffalo State College's Expert-to-Expert Conference and ASTD Atlanta Chapter.
- Facilitate teams utilizing tools from the Creative Problem Solving framework to (1) identify and clarify problems and situations, (2) generate and refine ideas efficiently and (3) develop and implement innovative solutions.
- Designed and maintain an online portfolio [[www.RussellAWheeler.com](http://www.RussellAWheeler.com)] utilizing WordPress and Adobe® Creative Suite® 3 Web Premium.

**CLIENTLOGIC CORPORATION, Buffalo, New York**  
**Educational Services Consultant**

2000

Designed and delivered two instructor-led training projects for multiple clients in an integrated customer management solutions environment.

- Designed and delivered a four-hour Creative Problem Solving skills workshop to the Educational Services staff.
- Developed an instructor-led Project Management course for use by the Professional Development team.

**INTERNATIONAL CENTER FOR STUDIES IN CREATIVITY, Buffalo, New York**  
**Graduate Thesis Research & Graduate Assistant**

1999-2001

Won the Creative Studies Alumni Foundation Achievement Award for leading the many projects listed below.

- Designed and published a validated research study titled *Improving the Understanding of the Impact of Creative Problem Solving Training through an Examination of Individual Differences* utilizing Kirkpatrick's Level One evaluation methodology that examined the participants' FourSight™ profile (i.e., an assessment tool that identifies preferences for the personal innovation process) and how they responded to a Creative Problem Solving course.
- Co-authored and published an article titled *Reactions to Creative Problem Solving Training: Does Cognitive Style Make a Difference?* on the above referenced research in the Fall 2004 edition of the *Journal of Creative Behavior* (Volume 38, No. 3, pages 192-216), a peer-reviewed scholarly periodical.
- Research led to the commercialization of the FourSight™, and is highlighted in the *FourSight™ Technical Manual* under the heading "CPS Training as Viewed through FourSight Preferences."
- Managed day-to-day operations of college academic department, providing support to departmental faculty/staff.
- Co-delivered with department faculty two undergraduate creativity courses over two semesters for approximately 60 students. Co-designed and delivered a twelve-hour Creative Problem Solving workshop series and customized HTML job aids for undergraduate students to enhance their invention projects.

**BRYANT & STRATTON BUSINESS INSTITUTE, Clarence, New York**  
**Adjunct Business Instructor**

1999

Delivered a Retail Principles & Operations course over a three-month period.

- Designed and developed lesson plans for individual classes by customizing existing retail operations curriculum.
- Increased learning effectiveness by integrating innovative and critical thinking skills into course curricula.

**M&T MORTGAGE CORPORATION, Buffalo, New York**  
**Mortgage Loan Auditor/Special Projects Coordinator**

1998-1999

Led a strategic innovation initiative designed to achieve planned change with a mortgage loan audit team.

- Facilitated Creative Problem Solving sessions with the department supervisor and regional staff to increase the number of mortgage loans sold to investors which resulted in a 60% net increase in revenue.

**SOFTBANK SERVICES GROUP, Buffalo, New York**  
**Educational Services Consultant**

1998

Led a needs-assessment initiative for customer service and technical training delivered for a technical support call center utilizing interviews, surveys and facilitated team focus groups.

- Improved program and learner effectiveness by facilitating Creative Problem Solving sessions with technical service representatives to determine curriculum "needs to know" and "nice to know" topics.
- Evaluated learners' training experiences by designing and implementing a two-part, eight-question survey utilizing both a Likert scale and a Creative Problem Solving tool to 30% of the technical service representatives.

**LEADERSHIP EDUCATION AND DEVELOPMENT (LEAD) CENTER, Buffalo, New York**  
**Leadership Development Coordinator**

1996-2000

Coordinated a variety of instructor-led training initiatives as well as innovative meeting facilitation sessions.

- Won inaugural Mildred Campbell Leadership Award for exemplary student leadership.
- Organized, coordinated and planned with LEAD staff 10 "Corporate Leadership Weekends" with over 500 students.
- Designed and delivered over 10 workshops with over 150 Buffalo State College and off-campus clients on creativity and innovation, Creative Problem Solving, time management and goal setting.

**EDUCATION****BUFFALO STATE COLLEGE – STATE UNIVERSITY OF NEW YORK**

- Master of Science in Innovation and Change Leadership
- Bachelor of Science in Business (Minors in Creativity & Innovation and Management Economics)

**CERTIFICATIONS****CERTIFIED FOURSIGHT™ ADVANCED TRAINER – THINC COMMUNICATIONS**

- Certification attained from Gerard J. Puccio, Ph.D., developer of the FourSight™. The FourSight™ identifies personal preferences for the four phases of the innovation process.

**SUNTRUST BANK**

- Certified to deliver over 12 courses for retail employees, managers and leaders across the Southeast.