

# Wellesley R. (Rob) Foshay

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## SUMMARY

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A dedicated, results-oriented e-learning professional, with extensive experience in product strategy and architecture for distance learning, education, performance-based assessments, and classroom and online education. A leader in instructional design, learning sciences, performance improvement, and research on effectiveness and ROI. Uses strong analytical skills to provide world-class innovations to solve problems within a program quickly and to introduce market-leading education products and services. A creative thinker, who implements innovative processes to place an organization at the forefront of its industry.

## KEY ACCOMPLISHMENTS

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- **Product Strategy:** Planned and prototyped innovative product strategy for the rapidly evolving education technology market.
- **Problem-Solving:** Helped major corporations train and assess expertise in complex problem-solving.
- **E-Learning:** Chief instructional architect of a major e-learning system.
- **Industry Leader:** Coauthored *Instructional Design Competencies: The Standards* and contributed to design, governance and growth of ISPI's Certified Performance Technologist program.
- **Research:** Authored over 70 major research articles and book chapters on instructional design and development methodology, education and training technology, strategy and management and policy, and learning sciences R&D on instructional simulation and game design, as well as well- to ill-structured problem-solving instruction and human performance technology.
- **Instructional Design Textbooks:** Edited *Handbook of Improving Performance in the Workplace, Vol. 1: Instructional Design and Training Delivery*. Authored *Writing Training Materials That Work: How to Train Anyone to Do Anything*. Earned Award of Excellence from International Society for Performance Improvement in 2005.

## EXPERIENCE

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**TEXAS INSTRUMENTS EDUCATION TECHNOLOGY GROUP, Dallas, Texas**  
**Director, Research, 2006-2013**

Contributed to product strategy group, designing and prototyping advanced product concepts. Led projects supporting formative assessment and collaborative learning. Managed and communicated on world-class educational research program on hand-held educational technologies for mathematics as well as science education, with global reach. Held responsibility for portfolio of projects with funding from internal and external sources exceeding \$4,000,000. Consulted with researchers on research grant development. Identified strategic threats and opportunities for growth, designing and testing advanced product concepts.

- Managed relationships with researchers globally for portfolio of research projects, including multiple externally funded projects.
- Communicated to clients for educational research on product effectiveness, consulting on research basis of product features for \$500,000,000 business unit.
- Conceived, designed, and piloted advanced product concepts and lines of business.

**PLATO LEARNING, INC.,** Chicago, Illinois  
**Vice President, Instructional Design and Research, 1989-2005**

Served as senior researcher, instructional design methodologist, and executive team member for \$140,000,000 public company. Held responsibility for product architecture strategy, development methodology, internal instructional design, and quality training for designers and field consultants. Conducted research on effectiveness. Communicated quality and research messages in marketing, sales, and policy contexts.

- Led initiative to create design strategy, methodology, and instructional architecture of product line, including over 4,000 hours of K-14 instruction, assessment, instructional management, professional services, and technical training.
- Acted as principal architect and author of integrated performance support system for development staff, including competency definitions, design and development job aids, training, QA system, and performance evaluation and career planning.
- Consulted with and trained product development groups in Minnesota, California, Georgia, and UK.
- Managed national independent program of research on effectiveness, including over 40 internally and federally funded studies. Interfaced with federal What Works Clearinghouse.
- Published and spoke widely on strategic issues, research, and education reform. Provided support to company activities of strategic planning, partnering, acquisition, and business development.
- Managed R&D on advanced architectures, including project on commercial application of intelligent tutoring partially funded by Advanced Research Projects Agency (ARPA).
- Oversaw preliminary research on advanced instructional methodologies and authoring technologies.
- Served as consultant, writer, and speaker for marketing and sales support, as well as client service, including supervision and mentoring of client doctoral dissertations. Assessed system prior to acquisition from Control Data Corporation in 1989.
- Earned CEO's Leadership Award in 1996. Contributed to growth from \$4,000,000 to \$140,000,000 in revenue.

## **ADDITIONAL EXPERIENCE**

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**APPLIED LEARNING, INC.,** Naperville, Illinois, **Director, Quality Assurance, Standards and Training, 1983-1989.** Held responsibility for product effectiveness testing, development methodology, architecture standards, quality assurance, and designer training for internally developed interactive video, linear video, as well as computer-based product lines for information systems industry. Managed a team of internal quality assurance and design consultants. Served as subject of doctoral dissertation on ASI's internal needs assessment practices. Contributed to marketing and sales support, and research and development, as well as performance technology consulting.

**DELTAK, INC.,** Naperville, Illinois, **Senior Product Developer, 1981-1983.** Designed and developed training products, using text, video, and microcomputer. Edited and authored 500-page textbook on instructional design standards and methods. Architected Level III interactive LaserDisc video, CBT, and videotape three-medium development system. Earned CEO's Achievement Award, 1983.

**UNIVERSITY OF ILLINOIS, SCHOOL OF BASIC MEDICAL SCIENCES,** Urbana-Champaign, Illinois, **Assistant Professor of Medical Education, Office of Curriculum and Evaluation, Staff Assistant, 1977-1981.** Developed and evaluated clinical curriculum. Held responsibility for projects, including physical diagnosis and medical interviewing program, second-year problem-based integrated curriculum, application of multi-dimensional scaling to assessment of interpersonal skills, and analysis of potential aptitude-treatment interactions in teaching medical interviewing.

**UNIVERSITY OF ILLINOIS,** Urbana-Champaign, Illinois, **Assistant Professor, Department of Educational Psychology, School of Education, 1979-1981.** Taught instructional planning to juniors and led graduate seminar on task analysis.

**INDIANA UNIVERSITY,** Bloomington, Indiana, **Project Director, Division of Development and Special Projects, Audiovisual Center, 1975-1977.** Directed course development and evaluation of projects in multiple disciplines, including religious studies, chemistry, computer science, and educational psychology. Conducted faculty development activities. **Graduate Assistant, Division of Development and Special Projects, Audiovisual Center, 1974.** Contributed to program development and evaluation projects.

**IRVINGTON PUBLIC SCHOOLS**, Irvington-on-Hudson, New York, **Audiovisual Coordinator**, 1971-1973. **Teacher, High School Social Studies**, Irvington High School, 1970-1973. Introduced technology innovations to teachers throughout the district.

#### **OTHER EXPERIENCE**

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**WALDEN UNIVERSITY**, Minneapolis, Minnesota, **Contributing Faculty**, 2009-2013. Served as dissertation reviewer and doctoral studies advisor specializing in educational technology and quantitative research methodology.

**THE FOSHAY GROUP**, Dallas, Texas, **Principal**, 2005-2013. Contributed to product development planning for start-up online university. Wrote research analysis for major eLearning publisher. Led committee responsible for research planning and policy guidelines for Software and Information Industries Association. Consulted on investment strategy and product strategy in e-Learning industry. Created publications and presentations on educational technology, instructional design, and learning sciences.

**GOVERNORS STATE UNIVERSITY**, University Park, Illinois, **Adjunct Faculty, Program in Instruction and Training Technology**, 1985-1989. Taught courses in instructional design program.

#### **EDUCATION**

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**INDIANA UNIVERSITY**, Bloomington, Indiana  
**Ph.D., Instructional Systems Technology, Educational Psychology, Organizational Psychology**, 1977

**COLUMBIA UNIVERSITY TEACHERS COLLEGE**, New York, New York  
**M.A., Social Studies Teaching**, 1972

**OBERLIN COLLEGE**, Oberlin, Ohio  
**B.A., Government, History, Psychology**, 1970

#### **AFFILIATIONS**

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*American Educational Research Association  
International Society for Performance Improvement  
Software and Information Industry Association  
Association for Educational Communications and Technology  
Society for Research on Evaluation in Education*

#### **PERSONAL**

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Married. Enjoys volunteer activities and amateur radio.