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**Summary**

**World-class innovation in strategy/policy and R&D of e-Learning, distance education, simulation/gaming and online assessment, with 25 years of senior management team leadership experience in successful e-learning businesses. Contributor of state-of-the art research on instructional design and the learning sciences. Experience in K-12 and post-secondary education, as well as corporate/technical training and consulting. Award-winning author and speaker.**

**Areas of Expertise**

- Instructional Design & Development leadership, standards & methodology definition and training, with particular emphasis in e-Learning
- Product strategy for e-Learning, distance learning, simulation/games and online management & assessment
- Research in the Learning Sciences, with emphasis on instructional simulation & learning game design, well- to ill-structured problem solving instruction & assessment, and cognitive task analysis.
- Applications of competency-based and performance-based assessment to standards-based education and training curricula
- Research management and policy studies on integration of technology into education and training, including co-authorship of ISO 9000 guidelines, and competencies for Instructional Design.
- Executive & leadership team experience growing two public companies to over \$100 Million in revenue
- Experience in K-14, Medical, Data Processing, and Aviation technical training content areas

**Experience**

**The Foshay Group** 2005-Present

Consulting on eLearning strategy, effectiveness research and business plan development for eLearning, including research on design standards and architectures, online universities, and assessment systems.

**PLATO Learning, Inc.** 1989-2005  
**Vice President - Instructional Design and Research**

Senior researcher, instructional design methodologist and Executive Team member for this public company which grew from \$4 million to \$140 Million in revenue.

- Responsibility for product architecture strategy; development methodology; internal instructional design and quality training for designers and field consultants; research on effectiveness; communication of quality and research messages in marketing, sales, and policy contexts.
- Led the effort to create the design strategy, methodology and instructional architecture of the PLATO® product line, including over 4,000 hours of K-14 instruction, assessment, instructional management, professional services and technical training,
- Principal architect of an integrated performance support system for the development staff, including competency definitions, design/development job aids, training, QA system and performance evaluation/career planning system. Consulted with and trained product development groups in MN, CA, GA and UK.

- Managed a national independent program of research on effectiveness, including over 40 internally and federally funded studies. Interfaced with the federal What Works Clearinghouse.
- Published and spoke widely on strategic issues, research, and education reform.
- Supported company activities of strategic planning, partnering, acquisition, and business development.
- Managed R&D on advanced architectures, including a project on commercial application of intelligent tutoring partially funded by the Advanced Research Projects Agency (ARPA), and preliminary research on advanced instructional methodologies and authoring technologies.
- Consultant, writer and speaker for marketing and sales support and client service, including co-supervision and mentoring of client doctoral dissertations.
- Instrumental in the assessment of the PLATO system prior to its acquisition from Control Data Corporation in October, 1989.
- Promoted to Vice President, Quality Assurance, Standards & Training, 1991. Appointed to Executive Committee 1993 – 1996 and Executive Leadership Team 1996-2005. Job title changed in 1996 and 2001.

CEO's Leadership Award, 1996.

**Applied Learning, Inc.**

1981-1989

**Director - Quality Assurance, Standards and Training,**

Responsible for product testing, development methodology and architecture standards, quality assurance and designer training for internally developed interactive video, linear video, and computer-based product lines for the information systems industry. Managed a group of 6 internal quality assurance and design consultants.

- Also involved in marketing/sales support, research and development, and performance technology consulting.

(Predecessor Companies: Deltak, Inc.; Advanced Systems, Inc.; Promoted to Director 1985.)

**University of Illinois – Champaign, School of Basic Medical Sciences**

1977-1981

**Assistant Professor** of Medical Education, Office of Curriculum and Evaluation (1977 - 79 Title: Staff Assistant).

**Indiana University - Bloomington**

1973-1977

**Project Director,** Division of Development and Special Projects, Audiovisual Center

**Irvington, NY Public Schools**

1970-1973

**System-Wide Media Coordinator & Social Studies Teacher**

**Research & Professional Activities**

**Instructional Design Textbook Author**

*Writing Training Materials That Work: How to Train Anyone to Do Anything.* San Francisco:

Jossey-Bass Pfeiffer, 2003. With Kenneth Silber and Michael Stelnicki.

Winner, Award of Excellence, International Society for Performance Improvement, 2005.

**Prolific Researcher**

Author of over 70 major research articles and book chapters on instructional design & development methodology, education/training technology strategy/management/policy and learning sciences R&D on instructional simulation/game design and well-to-ill-structured problem solving instruction, and Human Performance Technology.

**Industry Leader**

Co-author of *Instructional Design Competencies: The Standards* and contributor to design of ISPI's Human Performance Technologist professional certification

**Editorial Boards of 5 Research Journals**

**Professional Associations & Certifications**

- International Society for Performance Improvement, Certified Performance Technologist

- Software & Information Industry Association, Education Division
- Association for Educational Communication and Technology
- American Educational Research Association

## Education

**Ph.D., Indiana University**, Bloomington, Indiana, August, 1977.

Specialty: Instructional Development, with additional concentrations in Educational Psychology, Organizational Psychology and Computing.

**M.A., Columbia University Teachers College**, New York, NY, May, 1971

Specialty: Social Studies Education, with certification for high school teaching.

**B.A., Oberlin College**, Oberlin, OH, May, 1970.

Liberal Arts program with major in Political Science

*Keywords: Instructional Design, Management, Executive, Learning Sciences, e-Learning, Distance Learning, Distance Education, Learning Sciences, Research and Development, R&D, Product Strategy, Research, Training, Problem-Solving, Critical Thinking, Higher-Order Thinking Skills, Measurement, Competency-Based Assessment, Curriculum Alignment*