

# MAREDITH L ADSIT

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## ABOUT ME

A training and development professional with multiple industry experiences, including restaurant and banking, possessing outstanding academic preparation, technology skills, and experience managing a team of creative individual contributors, seeking a leadership role in training and development. Highly mobile. Travel flexibility to meet business needs.

## PROFESSIONAL SKILLS

- Adult Learning Needs & Theories
- Blended Learning
- Classroom Delivery
- Instructional System Design (ISD)
- Leadership Development
- Operations Training
- People Management
- Performance Support
- Project Management
- Rapid Needs Analysis
- Relationship Building
- Team Building
- Working with Subject Matter Experts
- Vendor Management

## COMPUTER SKILLS

PC and MAC applications skills in word processing, spreadsheet, graphics, web meeting, project management and design:

- Camtasia
- Captivate
- CorelDraw
- Dreamweaver
- Fireworks
- Flare
- Flash
- HTML
- Microsoft Office Suite (Excel, PowerPoint, Word)
- Illustrator
- InDesign
- Java Script
- Lectora
- Photoshop
- Saba Centra
- Smartsheet
- Snag It

## WORK EXPERIENCE

### Focus Brands, Atlanta, GA

March 2018 - present

#### Director of Training - McAlister's Deli (March 2018 - present)

- Responsible for the operational and marketing training needs of over 400 domestic restaurants by way of: the design and development of content and instructor-led training, new restaurant opening training, and the utilization of a learning management system (LMS) to deliver and track training.
- Lead a team of 5 training professionals to meet brand needs and manage a people and project budget close to \$1 Million.
- Developed, implemented and facilitated the 5-STAR Hospitality service program to restaurant management level and able leaders, in order to increase overall guest satisfaction (OSAT) and friendliness scores on the voice of guest survey. This included identifying locations for training sessions and managing vendors for print needs.

### Restaurant Brands International (RBI), Atlanta, GA

May 2014 - March 2018

#### Director of Global Training - Popeyes Louisiana Kitchen (Oct 2015 - March 2018)

- Responsible for the training and development needs of over 2000 domestic restaurants (96% franchise), by way of: the design and development of content; implementation of instructor-led training through classroom, online, or one-on-one; and/or utilization of an LMS to deliver and track training. Manage a people and project budget of over \$1.5 Million.
- Lead a team of 15 training and development professionals to meet brand needs. Provided coaching, development and support to team, including 5 direct reports. Received 78% agree/strongly agree overall manager effectiveness score on most recent employee engagement survey.
- Evaluated and redesigned leadership training for management level and above leaders, to include a recertification process for all existing leaders and initial management training for new hires, in three key areas: operations, guest experience, and leadership, aligning training with Popeyes strategic goals.
- Develop and implement the training strategy for Popeyes, as well as identify the learning needs of projects and key initiatives for other department within the brand. Assign training support staff to design, develop, and implement training, based on brand needs, availability, skills, and personal preferences.
- Lead the implementation of the LMS upgrade to Saba Cloud. Developed project plan and manage team deliverables to ensure project is delivered on time and within budget.
- Implemented a new single source strategy, utilizing a content management software (CMS), to simplify the management of content across multiple paper-based outputs and create consistency across training tools.

#### Instructional Design Manager - Popeyes (July 2014 - October 2015)

#### Instructional Designer - Popeyes (May 2014 - July 2014)

- Led, coached, and evaluated the competencies and skills of direct reports to enhance performance, as well as career and personal development.
- Facilitated a group ideation session for the International Delivery team to define the delivery process, as part of workshop development for the Popeyes International Franchise Convention.
- Planned, executed, and evaluated a needs assessment of Popeyes International training. Presented finding to project stakeholders and International leadership.
- Designed, implemented, and evaluated a standardized training design and development schedule for LTOs and Market Tests.

samples and references furnished on request

## AFFILIATIONS AND MEMBERSHIPS

- Association for Talent Development (formerly ASTD)
- The eLearning Guild
- Women's Foodservice Forum (WFF)
- Society for Human Resource Management (SHRM)

## CONFERENCES AND CERTIFICATIONS

- 2018 - DiscoverLink LMS LinkUp Conference, Chicago, IL
- 2016 - Elliott Masie's Learning Systems Conference, Chicago, IL
- 2015 - Lectora Extreme/Games Training, Nashville, TN
- 2015 - The eLearning Guild Learning Solutions Conference, Orlando, FL
- 2013 - The eLearning Guild mLearnCon Mobile Learning Conference, San Jose, CA
- 2011 - ASTD International Conference and Expo, Orlando, FL
- 2009 - The eLearning Guild Annual Gathering, Orlando, FL
- 2008 - Adobe Flash CS3 Level 2: Actionscript 3.0 Class, Ascend Training, Chicago, IL
- 2008 - WFF Annual Leadership Development Conference, Washington, DC
- 2007 - The eLearning DevCon Conference, University of Utah, Salt Lake City, UT

## GO ME

- 2016 - Popeyes Purpose and Principals Coach and Develop Award
- 2015 - Billboard Award from Dick Lynch, Chief Brand Officer at Popeyes Louisiana Kitchen
- 2012 - Recipient of Golden Ben Best in Show Award from the Printing Industry Association of the South (PIAS) for KFC Chicken Mastery printed training materials
- 2009 - June Customer Maniac of the Month Award for A&W/LJS brand at YUM! Brands
- 2008 - August Customer Maniac of the Month Award for A&W/LJS brands at YUM! Brands

## WORK EXPERIENCE, cont.

### YUM! Brands, Louisville, KY

June 2006 - May 2014

#### Instructional Designer - KFC (January 2011 - May 2014)

- Designed and developed the award-winning Chicken Mastery training program, covering the five main chicken products for the brand. This program became a core operations initiative for the brand, has been much lauded within the YUM family as a best-in-class program, and has been called by franchisees, *some of the best training to come out of KFC in years.*
- Routinely designed and developed easy-to-use and understandable training solutions for restaurants that include quick reference guides (QRGs), job aids, performance support, eLearning modules, training videos, and mobile-enabled support tools, to help restaurant team members and management perform daily tasks within a restaurant setting.
- Partnered with internal leadership team and top franchisees to gain alignment, establish need, and gain cross-functional participation for training projects and programs.

#### Training Developer - A&W and Long John Silver's (June 2006 - January 2011)

- Worked on cross-functional teams to implement new products or programs in restaurants across the system. Lead train-the-trainer sessions in person, via phone or using web-based conferencing, to support projects.
- Designed, developed, gained leadership support, and implemented the internal *Restaurant, Ready, Set, Forward* Sales Event timeline and process, improving cross-functional performance when launching a new product.
- Designed and implemented training from computer-based labor deployment system for restaurant managers and above restaurant leaders, using a blended learning approach.
- Co-led project team for system-wide testing and implementation of Learning Management System (LMS).
- Demonstrated Customer Mania as seen by direct feedback including *materials easy to use, innovative design of materials, and very comprehensive job.*

### Girl Scout Council of Greater St. Louis, St. Louis, MO Unit Leader

June 2003 - August 2003

- Team leader for counselor team living with a group of up to 25 campers.
- Coordinated and prepared camper programs and activities, as well as the staffing schedule for the unit.

### Walt Disney World Co., Lake Buena Vista, FL College Program Intern

May 2002 - January 2003

- Worked in a fast-paced restaurant environment in Epcot's Liberty Inn Restaurant.
- Extensive cash-handling experience as weekend Money Counter/General Teller.

## EDUCATION

### M.S. in ICL, concentration in Instructional Design and Technology University of Memphis, Memphis, TN

May 2006

- GPA 3.9
- Graduate Assistant, IDT Program, University of Memphis College of Education
- eLearning/Instructional Design Intern, Regions Bank, Cordova, TN, Summer 2005
- Honor Societies: Phi Kappa Phi and Kappa Delta Pi (Education)
- President/Member of the IDT Graduate Student Association

### B.A. in History

May 2002

### Mississippi University for Women, Columbus, MS

- GPA 3.3, Dean's List
- Student Intern for the 2nd Annual Technology in the History and Social Studies Classroom Workshop