



Mark Jones

International Learning & Development Specialist / Consultant

London, UK

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Languages

English (Native)

About

Mark Jones, is a highly experienced and respected Training Consultant with over 25 years in the Learning & Development industry, and has guided numerous FTSE 500 organisations to L&D project success.

His multi sector and international experience touches Public, Healthcare, Luxury Fashion Houses, Software Development, Media, Telecommunications, Construction, and Consumer Goods to name but a few.

With extensive experience designing, developing and delivering a variety of L&D programmes, utilising both virtually and in person methods, combined with his strong project management and consulting skills he brings of sense of calm to the most complex of projects.

Overall, Mark is a strong L&D Professional with an approachable style, able to build relationships at all levels, he has an MSc in Business Computing, in addition to multiple professional L&D related qualifications and a passion for learning.

LPI, CIPD, and CMI qualified, as well as having found the time to write three e-books in the areas of Presenting, Virtual Training Events and Webinar Design & Delivery, which have been converted into a corporate toolkits and utilised by multiple corporates, he is an asset to any team large or small.

BRANDS WORKED WITH

- 1E Ltd.
- AVON COSMETICS LTD.
- CMG Change Management Group
- FitFlop Ltd. (SME 250)
- Jimmy Choo Ltd.
- Meeting Zone Ltd.
- PDT
- ROK Plc
- SQCP
- Thomson Reuters
- C5 Alliance
- ALX Training
- Affinity
- Joint Office of Information & Commerce
- Mourant

Experience

L&D Consultant / Digital Content Developer

FitFlop Ltd. (SME 250) | Jul 2022 - Feb 2023

- Role Responsibilities Upon arriving at FitFlop Ltd. my duties involved:
- Reporting to the L&D Training Lead, together we advise FitFlop Management on all matters relating to L&D.
 - Developed FitFlop's future training strategy, user manuals and SOP Guides with a number of video tutorials being to future proof the businesses new and existing talent pool.
 - We are advising the business on matters of eLearning, instructional and graphic design, project management, resourcing, training methodologies both classroom and virtual - using Microsoft Teams.
 - We have developed numerous courses for varying software's and technologies, the content of which is hosted on the internal white labelled uPerform product (Infor's LCMS system). This content also feeds into the Infor M3 Live Systems Context Sensitive Help platform.



UK Training Manager

CMG Change Management Group | Jul 2022 - Feb 2023

- Role Responsibilities Upon arriving at CMG Change Management Group Ltd. my duties involved:
- Reporting to the client's principal consultant for the project, I was the trusted advisor on all matters of L&D for Diageo's new Digital Transformation & Data Analytics tool (Project NEO / Heartbeat).
 - Tasked with conducting needs analysis, I quickly established the target audience impacted by the project's key component and personas at levels Exec and Exec-1.
 - Offered bespoke persona-based training workshops to help employees improve their understanding and knowledge of the new reporting and

data analytics tool designed and developed using Microsoft Power BI.

- Aligning with all Product Development teams (utilising AGILE), we modified our content develop strategy for e-learning (switching from ADDIE to SAM) to cut development time (26 hours to 6) to ensure content was available to support the engagement, adoption, and education of 210



● Content Developer / eLearn Mgr

PDT | Jul 2017 - May 2018

My role at PDT was that of Digital Content Developer & eLearning Manager for global training firm, 'The People Development Team' (PDT Global), a dynamic Inclusion and Diversity organisation with a wide and varied client base nationally and internationally offering services to a number of recognised brands from the Fortune 500 and FTSE 250.

At 'The People Development Team' my role was that of supporting our offering of key interventions in the area of implicit and explicit bias, talent, inclusive leadership, gender balance, women's development, leadership, strategy and culture change via a variety of training platforms and beautifully designed digital content using industry standard softwares (Adobe Creative Cloud Suite, Vyond, Camtasia, Captivate, and Articulate Storyline).

Our work in cross geographical inclusion understanding is seen as one of the most practical currently available and we are the leaders in our field of global virtual training via Webex, E-Learning and face to face solutions.



● E-learning Consultant

Thomson Reuters | Jan 2016 - Dec 2016

Role Responsibilities

- Guide the Sales team on matters of elearning.
- Evaluate all processes and procedures and modify as necessary.
- Advise and guide all employees within the Thomson Reuters (TR) delivery team on matters of elearning.
- Provide executive management insight on the most appropriate operational changes (STT / LTS) under pinning the business vision of achieving \$100m of new revenue by 2020.
- Assess current skills and capabilities of existing workforce globally.
- Develop a Talent Matrix and devise a global training strategy.
- Assess existing global software's, and infrastructure.
- Proffer alternative solutions in order to provide operational efficiencies.
- Provide feedback on all projects, and demonstrate operational value.
- Evaluate suppliers at (TR) and proffer new based on existing knowledge and working relationships within the elearning Industry.

Achievements

- Jan to Aug 2016: Documented all processes associated with TRs major elearning development streams.
- Apr 2016: Automated all key administration forms, in order to deliver operational efficiency and data consistency.
- May 2016: Proposed File & Folder Management solution to obtain operational efficiency potentially an 85% ROI.
- June 2016: Project managed rollout and upgrade of Lectora v16 to global GD team.
- July 2016: Developed Sales enablement training programme to educate personnel on the elearning industry, TR products / services & speak credibly to customers.
- Aug 2016: Provided Sales division with several toolkit items to aid day to day operations (Cheat Sheets, Job Aids).
- Aug 2016: Working with global sourcing team, an RFI and Scorecard criteria were developed to assess global elearning players that would enable TR to scale their current elearning operations, and obtain profitability (On-going).
- Sept 2016: Proposed Digital Asset Management (DAM) solution, which solves a global data sharing issue. Expected ROI 1800+hrs per year. Savings approximately \$90,000

● Head of L&D Department

Meeting Zone Ltd. | Jan 2013 - Jul 2015

Role Responsibilities:

- To design and build the MeetingZone global training strategy through the engagement of senior stakeholders and executives.
- To track and monitor all training engagements against specific learning objectives.
- To implement a strategy that enabled the planning and management of future learning programmes.
- To design, build and develop high quality training interventions and supporting content for all products and services.
- To design, develop and manage the on-boarding of all new employees, evaluating all aspects of progress.
- To design, develop and implement a certification programme, tracking participant progress whilst setting new standards in both knowledge and personnel performance.
- To design, develop and implement high quality E-learning content that can be utilised by both internal and external customers.
- Design and develop a hosting platform upon which, the materials will be deployed (SP2013).
- To assess and modify all programme, materials and learning objectives as and when the corporate strategy changes.

Role Achievements:

- Sales certification programme relating to Cisco WebEx EE, aided all sales professionals between April 2013 to July 2015 to achieve an increase from £950K to £1.2m per calendar month. Generating over £800k of additional revenue.
- Developed role specific competency framework consisting of ILT / workshops eLearning, and training videos. All of which were designed to enhance the confidence, competence and skill capabilities of all staff globally in all MZ products and services. Higher business revenues resulted.
- Aided numerous FTSE 500 clients through the delivery of high quality webinars and online training interventions (BDO, Osborne Clarke, Simmons and Simmons).
- Enhanced sales staff productivity by developing macro based reporting tools & dashboards using Excel, BI & Power View tools.
- Utilised ADDIE model to design and develop MZ Intranet aka The Zone 1.0

● **Snr. Training Consultant**

Jimmy Choo Ltd. | Oct 2012 - Jan 2013

Senior Training Consultant - Jimmy Choo Procurement System.

Role Responsibilities

- To consult with senior managers, principle delivery manager and product manager to identify global training needs relating to the new online procurement system being developed.
- Draw up an overall training plan / strategy for all divisions and personnel impacted by the project both in the UK & overseas.
- Produced various materials for this bespoke in-house solution working alongside project owners, developers & stakeholder specialists
- Evaluated the success of all training interventions, taking responsibility for alterations and improvements to all supporting materials.
- Designed, developed and implemented internal product related training, tracking all participants

Role Achievements

- Implemented ADDIE model project strategy in order to assess the requirements and scope of the overall learning objectives and deliverables over the next 6 months.
- Worked alongside programme director and product development team members in order to closely monitor the features, functions and processes which would ultimately form part of the end user experience, trainings and materials which would be created in various multimedia formats.

- Positioned both ideas and suggestions of how the product could be improved, thus enhancing the end user experience, whilst reducing the amount of time required to process the order.
- Hosted numerous workshops both locally and internationally; utilising the Cisco WebEx TrainingCenter solution, in order to deliver high quality end user training to the Jimmy Choo workforce. Estimated savings £15,000
- Certified the knowledge of all employees tasked with using the newly designed procurement system using online exam solution Test Generator. (Aided ROI by automating administration functionality)
- January 2013 Project review and handover to the Jimmy Choo delivery team. Project savings delivered approximately £25,000 and two weeks ahead of schedule.

● Global Training & Induction Manager

1E Ltd. | Apr 2010 - Sep 2012

Training & Induction Manager

- To design and build the 1E global training strategy through the engagement of senior and executive board management.
- To track & monitor all training engagements against specific learning objectives.
- To design, build & develop high quality training interventions supporting all 1E products & services in alignment with the requirements of all divisions.
- To project manage on-boarding of all new employees, evaluating all aspects of progress.
- To design, develop & implement certification programme, tracking participant progress
- To design, develop & implement high quality E-learning content utilised by both internal & external customers, Partners & Resellers.
- Design hosting platform upon which, all materials can reside
- Own & modify all programme materials & changes

Role Achievements.

- Owning the entire training function at 1E, it was my duty to conduct skills gap / needs analysis across the entire company to ensure all personnel has the right knowledge, skills & competence to meet the business strategy whilst remaining competitive.
- Facilitated product knowledge transfer throughout the business. Engaged all PMs and other (SMEs) relating to each technology disciplines.
- Delivered high quality training services (globally) leading executive dialogue discussions, simulations, case studies, and action learning sessions, to ensure true value to both individual & business objectives was ever present.
- Utilised numerous industry specific software's to develop eLearning materials essential to key learning groups globally and to the extended enterprise (Partners and Resellers).
- 1E as a Microsoft Partner, assigned me to the task of achieving 5 Microsoft Gold competencies enabling it to achieve GL IT Efficiency status. Worth £400K in software licenses
- Designed world class onboarding experience which added significantly business value. Start to first sale value proposition altered from 3 months to 4 weeks.

● Training Recruitment Consultant

SQCP | Nov 2008 - May 2009

Senior Recruitment Consultant | Training Specialist | Account Manager

Role Responsibilities.

- Working for the Senior Business Development Manager it was my pri-

ority to develop an IT Training and Consultancy business revenue stream in the Training Sector for SQ.

- Tasked with meeting daily phone targets and devising services and solutions to develop revenue in a business with a £50m T/O; creating lasting relationships and client loyalty by leveraging market trends i.e., mergers and acquisitions, in order to locate future business opportunities and potential candidate placements.

Role Achievements

- Created a new business record from appointment to first sale in just 18 hours.
- Utilized my knowledge of the training sector and industry to create revenue by facilitating and sourcing IT Trainers, both nationally and internationally for the numerous clients implementing projects in our existing customer base.
- Developed a first class on boarding programme for new employees at SQ.
- Leveraged knowledge of the business and its operational processes and procedures to increase business performance. SLAs, Communications, Escalation Procedures and Customer Services.
- Added additional revenue to the business by contracting out my own services and skills to the existing customer base under the SQ brand, with a wider service offering (Project Management, Training Material Design and Development, SGA, Train the trainer).

● National Training Manager

ROK Plc | Sep 2005 - Oct 2008

Technology Training Manager | Training | Project management | eLearning | Coaching | Product Launches | Technical Support | Digital Content Development.

- To design & build the national training strategy through the engagement of senior and executive board management. Challenging / influencing executives as necessary.
- To track & monitor all training engagements against specific learning objectives.
- To design, build & develop high quality training interventions supporting all ROK Plc products & services in alignment with the national business strategy.
- To project manage on-boarding of all new employees, evaluating all aspects of progress. School of ROK.
- To design, develop & implement high quality E-learning content utilised by all internal & external customers.
- Design elements of the hosting platform upon which, all materials will reside.
- Own & modify all programme materials as necessary.

Role Achievements

- Successfully migrated 125 staff in 55 offices throughout the UK from Microsoft CRM v3 to CRM Dynamics using both face to face and remotely hosted solutions. (WebEx).
- Delivered numerous training initiatives, managing a team of 10 training champions geographically dispersed across the UK. Solutions included Intranet, Insurance and Office Based Systems.
- Developed a national learning schedule enabling all UK employees to obtain training in a variety of softwares. (Microsoft Office Suite & Operating Systems) Business continuity systems (BizFlow, Web Based Scope Tool, ROKFlow BPR & ROK Maintenance).
- Assessed all trainings delivered against a competency framework. Applied full TNA through to post course evaluation methodologies which included ROI.
- Spearheaded a unique training project, the first of its kind in the UK construction industry. Training 2,250 employees across 72 office using single decker buses, converted into mobile training suites. Project delivered on time & within budget. Course Evals 92%.

● Snr. I.T. T&D Analyst

AVON COSMETICS LTD. | Jun 2001 - Sep 2004

IT Training Development Analyst | Project management | Coaching | eLearning | Programme Design | National Learning Initiatives

RESPONSIBILITIES

- The onboarding of all new employees
- To design & build a national training strategy
- To conduct training needs analysis as necessary across both Northampton & Corby Offices
- To design & build training programmes on business specific software's (reporting tools, analytics, procurement and AS400 Mainframe solutions)
- To design & develop a new VB platform to assist with the deployment of regional and area product specific information.
- To design & develop elearning modules which enhanced business productivity. i.e educated the workforce on mainstream & business critical softwares
- To monitor & evaluate the effectiveness of all training programmes. ROI & value proposition
- To design & build a hosting platform upon which all training materials can be hosted.
- To assist in the design, delivery and effectiveness of all product initiatives deployed across the business.
- To provide 1st level technical support to all employees

Role Achievements

- Designed a first class on boarding experience which added significantly business value.
- Delivered several training initiatives nationally to simplify training processes, reduce average time to competence, enabling ASMs to continue training as they work, thereby empowering them to quickly learn and remember numerous sales and product processes both simple and complex.
- Re-engineered numerous processes and systems enabling the National Awards team to execute business critical activities in just a few hours, as opposed to 4 days.
- Designed a training programme alongside HR and Senior Ops Director (Manufacturing Division) to design a leavers strategy for 475 employee owing to the manufacturing plant at Northampton being moved to Poland. Our strategy enabled 89% of employees let go, to secure new positions with local businesses.



● Technical Training Consultant

ALX Training | Jul 2023 - May 2024

In partnership with senior leadership and key stakeholders, we crafted and launched a suite of global training initiatives, cutting-edge e-learning modules and engaging digital content across social media. Developed a robust hosting platform called 'Club365' for clients as an educational resource. Vigilantly tracked training participation, fine-tuning our approach to resonate with key client core business objectives. Proactively, honed our internal content, processes and strategies ahead of our 2024 / 2025 learning endeavours.

- Conceptualised, created, and executed new courses in Artificial Intelligence (specifically Microsoft Copilot for Office 365 and Microsoft Edge) ahead of promotional campaign to generate new revenue and expand course catalogue.
- Crafted artificial intelligence features and functions set for AI Department to support the development of a new high-impact product called "AVA", an AI bot designed to upskill global clients via Documents, QRG's, Video & Transcripts.
- Played an instrumental role in delivering high-quality webinars and online learning events for FTSE 500 global clients (BDO, Affinity, JOIC, and the Guernsey Registry) generating a 22% increase in new business for ALX Training.
- Utilised data analytics, reporting and visualisation tools to reduce decision making time by 30%.

Education & Training

- 2024 - 2024 ● **Linkedin Learning**
Career Essentials in Artificial Intelligence (4.5hrs with Exam), Artificial Intelligence
- 2023 - 2023 ● **LinkedIn Learning Course**
Certification, Data Driven Learning Design
- 2023 - 2023 ● **LinkedIn Learning Course**
Certification, Measuring Learning Effectiveness
- 2023 - 2023 ● **Learning Performance Institute**
Qualification, (CDOL) Certified Designer of Online Learning
- 2018 - 2018 ● **National Health Service**
Certification, Tipping Point the 7 Levers of Change (Facilitator Training)
- 2017 - 2017 ● **Learning Performance Institute**
Qualification, (TAP) Training Approved Practitioner
- 2015 - 2015 ● **Cisco**
Qualification, (LVCI) Learning Virtual Certified Instructor
- 2014 - 2014 ● **Learning Performance Institute**
Qualification, (TPMA) Training Practitioner Manager Assessor
- 2013 - 2013 ● **Learning Performance Institute**
Qualification, (COLF) Certified in Online Learning Facilitation
- 2008 - 2008 ● **Microsoft**
Qualification, Microsoft Master Instructor
- 2005 - 2005 ● **Microsoft**
Qualification, (MCAS) Microsoft Certified Application Specialist
- 2004 - 2004 ● **Microsoft Certified Trainer**
Certification, Microsoft Application Training Delivery
- 2003 - 2008 ● **University of Northampton**
Masters Degree, Business Information Systems, HR, Process, Culture, Change Management