

ANDY CHRISTOPHER, CPT

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Learning Experience Designer and performance strategist with 15+ years of experience aligning workforce capability to complex operational environments. Design scalable, role-based learning systems that reduce onboarding variability, improve workflow execution, and drive measurable business outcomes. Expertise in persona-driven design, standard work governance, executive stakeholder alignment, and continuous improvement across matrixed enterprise organizations.

RESEARCH - TRAINING - PROGRAM EVALUATION - DATA ANALYSIS
PERFORMANCE - DESIGN-THINKING - INNOVATION - ETHICS

WORK EXPERIENCE

SENIOR L&D PARTNER | Cat Digital - Caterpillar Inc., Chicago 1/2024 – PRESENT

- o Designed role-based digital learning paths aligned to real dealer workflows, improving onboarding clarity across 156 dealerships.
- o Established standardized intake, analysis, and curriculum development workflows (RACI, project planning structures), improving scalability and cross-team consistency.
- o Consolidated fragmented documentation into structured performance support assets used across dealer eCommerce workflows.
- o Conducted external benchmarking and authored executive white paper informing enterprise digital capability investment decisions.
- o Championed an enterprise-level, monthly meeting series for digital learning professionals.
- o Led a frontline job-shadowing initiative to translate real-world task conditions into persona-driven curriculum design inputs.
- o Leveraged AI-assisted workflows to accelerate course production, editing, and iteration.

L&D MANAGER | James Hardie Building Products, Chicago 1/2017 – 12/2023

Sales Enablement:

- o Reduced variation in field execution of go-to-market strategy through multi-modal curriculum design (eLearning, ILT, microlearning), improving sales alignment across regions.
- o Designed and deployed “Think Like a Builder” training simulation resulting in 5% volume growth in a declining (-1%) market during the first quarter post-launch.
- o Created company’s first internal sales personas using UX research principles to align training with real-world customer engagement scenarios.

Lean Transformation:

- o Set internal brand of company-wide Lean transformation and optimized simulation training, contributing to \$10M in waste reduction in the first year.
- o Drove adoption of contractor tracking tool through human-centered redesign of visual management systems.
- o Designed and deployed company’s first standardized problem-solving workshop (root cause analysis, instructor guides, facilitation materials), supporting enterprise-wide operational alignment.

- Translated value stream mapping insights into customer-facing performance improvement program (“HardieFAST”).

Organizational Development:

- Increased claims submissions and decreased “days to offer” metric through creation and implementation of training materials, quick reference cards, and an infographic.
- Exceeded executive expectations through the design of a training program for a new R&D mentoring process.

LEARNING CONSULTANT | PwC, Chicago

07/2016 – 12/2016

- Rescued stalled national workshop initiative through stakeholder alignment and redesign of instructional architecture.
- Conducted detailed needs analysis and delivered enterprise eLearning solutions for global retail and insurance clients.

LEARNING SOLUTIONS DESIGNER | BDO USA, Chicago

12/2013 – 07/2016

- Served as adult learning SME to highest-revenue internal function, improving training efficiency and relevance.
- Streamlined Employee Benefit Plan training to address operational inefficiencies.

GLOBAL ACCOUNT MANAGER | Sevenstar Inc., Cincinnati

12/2009 – 10/2013

- Led post-sales implementation for 8 of top 10 enterprise accounts.
- Scaled product training via eLearning and launched company’s first customer community of practice.

ENTERPRISE CAPABILITIES

- Persona-based learning path architecture
- Standard work development & content governance
- Performance needs analysis & workflow mapping
- Multi-modal learning design (eLearning, ILT, microlearning, simulations)
- Executive stakeholder alignment in matrixed environments
- Continuous improvement & feedback loop integration

CERTIFICATIONS

- Certified Performance Technologist (CPT), *International Society of Performance Improvement*
- Certified Change Practitioner, *Prosci*
- Organizational Design Certificate, *eCornell*

EDUCATION

Ed.D. ABD, Instructional Systems Technology | Indiana University
M.S.Ed., Learning Design and Technology | Purdue University