



Belinda (Billie) James-Vogel

125 Barclay Ct., Peachtree City, GA 30269

646-229-8105 (cell)

Email: billie@achievebydesign.net

Website: www.achievebydesign.net

Qualifications Summary

Senior strategic learning and development professional with 20+ years in directing, leading, and facilitating global learning and sales enablement initiatives. Proven track record of designing and developing curricula that improves, productivity and client satisfaction, while reducing costs and building a positive work environment. Extensive experience leading learning solutions across the globe including Europe, Asia, South America, North America and Australia.

Professional Experience

Founder & Senior Learning Consultant

March 2014 - Present

Achieve by Design, Peachtree City, GA

Achieve by Design is committed to designing, developing and delivering innovative and cost-effective solutions that maximize employee engagement, growth and overall performance. Clients have included NORFOLK SOUTHERN, PNC BANK, FAZOLI'S, HORIZON BANK, SAP and AMERICAN EXPRESS.

Client: American Express

May 2015 – March 2021

September 2020 – March 2021

- Acted as Senior Learning Consultant for Global Commercial Services (GCS), Global Sales Enablement in development of a global B2B Payments sales methodology and product integration curriculum.

November 2018 – September 2020

- Acted as Instructional Design Lead for Global Merchant Network Services (GMNS)
- Led the strategic direction, instructional design, program development and delivery for both the Global B2B Payments and Global Finance curricula.

May 2015- June 2018

- Managed Global Instructional Design Team for GCS Global Sales Enablement supporting 3548 Sales and Account Development global field representatives as well as 6000 employees across GCP.
- Partnered with Senior Management in transforming learning strategy and operational capabilities for Field and Tele Sales Enablement in North America, EMEA and Asia Pacific.

Client: SAP

June 2018- March 2019

- Sourced and managed a Learning and Development Team and built out multi-modal global learning solution
- Partnered with global SAP leadership to define an end-to-end sales process aligned with enterprise methodologies
- Delivered a global sales curriculum to SAP Fieldglass sales consultant and client executives globally
- Designed and delivered new hire and incumbent sales curricula

Client: Horizon Bank (2014)

Client: PNC Bank (2014)

Client: Norfolk Southern (2014)

Client: Fazoli's (2014)

Senior Vice President, Training Director, Retail Branch Network & Segments

February 2012 - March 2014

Citigroup, Citi Learning North America Consumer, New York, New York

Retail Branch and Segments includes 13K+ employees in 1004 branches across Citi's North American Retail Consumer Bank. Learners include Tellers, Personal Bankers, Business Bankers, Citigold Relationship Managers, Branch Managers, Assistant Branch Managers, Area Directors, Division Managers and Operations.

- Led and managed a team of Performance Consultants across North America.
- Managed and directed all learning and development solutions including product, sales, regulatory and compliance, operations, functional, professional development and Leadership and management training across multiple functions and businesses for the North American Retail Consumer Bank.
- Created and delivered a comprehensive new-hire on-boarding process and suite of materials which included ongoing new hire engagement measurement, reporting and analytics.

Senior Vice President, Training Director, Small Business Banking
Citigroup, Citi Learning North America Consumer, New York, New York

September 2011- February 2012

Small Business Banking segment includes 450+ Small Business Bankers, 30 Market Managers and Regional Directors across North America.

- Defined and implemented comprehensive Small Business learning strategy and business aligned initiatives that addressed critical knowledge and performance gaps within the Small Business Banking Segment.
- Redesigned Small Business Banker New Hire Curriculum to ensure relevant and just-in-time learning.
- Redesigned Small Business Banker new hire curriculum; reducing new hire time to production from 32+days to 15 days.

Vice President, Training Head, Best-In-Class (BIC) Finance Strategic Initiatives
Citigroup, Global Functions Learning & Development, New York, New York

May 2009- September 2011

Best-In-Class Finance is Citi's global finance transformation program focused on the creation of an integrated finance function across Citi, facilitating the creation and adoption of common data standards across finance, partnering with finance teams to design, co-ordinate, manage, and deliver improved process designs across finance, driving standardization and utilization of shared services and ensuring all technology initiatives in finance are aligned to the Citi Finance Business Architecture.

- Partnered with senior Financial Planning & Analysis and BIC Leadership to build 6-week training strategy for the opening of new Planning & Analysis centers of excellence in North and Latin America, Europe and Asia.
- Led design and implementation end-to-end processing of intra-company expenses, revenue, allocations, attributions and charges systems training for FP&A, Tax, Controllers, Operations, Service Providers, Business Customers and Application Support users in North America, UK, Latin America and India.
- Designed, developed and implemented training strategy for enterprise planning tool providing budget/forecast scenarios to management reporting for ICG, Global Functions, Consumer Asia & EMEA and parts of O&T.

Global Training Manager

October 2007-November 2008

AIG Consumer Finance Group, New York, New York

AIG Consumer Finance Group focuses on consumer finance products and services in global emerging markets which supported 8000 employees globally operating in Argentina, China, Hong Kong, Colombia, Poland, Taiwan, The Philippines, Thailand, Mexico, India, and Russia.

- Defined performance management process and developed and facilitated workshops for senior management of AIG Bank. Included review of process and timeline, alignment and creation of effective goals and objectives, development of tools and methods for ongoing tracking and feedback, guidelines for conducting effective performance reviews, and key considerations for effective development planning.
- Designed, developed, and implemented a global on-boarding solution including guidelines, best practices and tools addressing logistical, learning and developmental needs to 8000 employees in New York, Thailand, The Philippines, Hong Kong, México, Poland, Argentina and India.
- Partnered with HR generalist to evaluate current against desired performance, determine skill gaps, and devised a blended-solution which included development planning, instructor-led, web-based, on/off the job interventions for designated core employees and senior management.

AVP, Learning & Development Manager

April 2000 – October 2007

Citigroup, Audit Risk & Review, New York, New York

Audit and Risk Review (ARR) - Supported areas included Consumer Banking, Corporate Investment Banking, Emerging Markets, and Technology.

- Facilitated courses from ARR Professional Development curriculum globally.
- Designed / delivered courses based on adult learning theory using traditional and online delivery methods.
- Led ARR's implementation of Learning Management System, developed best practices, designed tools and training leveraged for enterprise-wide adoption.

Education & Certifications

- BFA, Purchase College, Purchase NY,
- Staff Development, Research & Organizational Development – Teacher's College, Columbia University
- American Society for Training & Development- Designing Learning Certification
- Myers Briggs Type Indicator- Qualification
- Development Dimensions International (DDI) Certification