

D. Verne Morland

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General Electric Company Daytona Beach, Florida 1974 - 1979

Project Engineer, Aviation Visual Systems

Responsible for all engineering activities related to the design, manufacture, test, delivery, and installation of a \$2.2 million computed-image flight simulator for the U.S. Navy.

Education

1995 University of Dayton Dayton, Ohio

Master of Science, Education

Graduated with 4.0 GPA. As graduate assistant developed the Dayton Science Network, part of a national messaging system for student-teacher collaboration.

1974 Princeton University Princeton, New Jersey

Bachelor of Science, Electrical Engineering

Senior independent work: Interactive program to develop and analyze PERT charts (Program Evaluation and Review Technique) using state-of-the-art graphics system. Took full advantage of country's leading engineering and liberal arts offerings.

Career Accomplishments

On-line Learning Center: Led team that selected, customized, and currently operates an Internet-based learning center for a major multinational client (7,000 employees; \$1.1B annual revenue). Designed, delivered and deployed many customized courses for client's employees around the world. Courses were designed primarily for customer-facing personnel (sales and customer services); other courses included new employee orientation, harassment prevention, and a comprehensive approach to quality.

Marketing and Business Planning: Principal author of a new marketing plan for NCR Europe. Defined and championed the management process by which the plans were created and applied. Also provided consulting and education on marketing for NCR's senior and middle management.

Product Concept and Design: Developed a software system capable of producing computer stereograms (GE). Proposed several new product and service offerings for CSC Corp.'s German subsidiary. Championed the use of intranet technologies to improve field-to-field knowledge sharing (NCR).

International Management: Lived in Germany for 3-1/2 year worked for nearly a decade in NCR's international operations. Had extensive contact with professionals and senior managers throughout Europe. Functionally managed product marketing managers in 12 countries. Speak and read German with business fluency.

Technical Skills

Detailed knowledge:

- Human factors design
- Instructional design
- HTML, php, ColdFusion, Javascript
- Database design (MySQL)
- Machine language translation

General knowledge:

- Active Server Pages (ASP)
- Perl
- Web server administration
- Dreamweaver / FrontPage

Volunteer Positions

- Advisory Council, [School of Education](http://soeap.udayton.edu), University of Dayton (soeap.udayton.edu)
- Editorial Board, [Innovate](http://innovateonline.info), Nova Southeastern University (innovateonline.info)
- Chapter Board, [American Society for Training & Development](http://wocastd.org) (wocastd.org)

Publications

Papers, articles, thesis, and reviews are online at roi-learning.com/dvm/pubs/

Portfolio

The projects described on my company website (www.roi-learning.com) and on my personal web site (www.roi-learning.com/dvm/) illustrate the range of my contributions and my ability to communicate effectively through both traditional and new media.