

D. Verne Morland

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Profile

A leader in the application of internet technologies to facilitate continuous learning and to improve organizational effectiveness. Currently manages a learning outsource firm dedicated to reducing learning costs while increasing learning effectiveness. Defined and directed the implementation of an online learning center for a client with 6,000 employees in the U.S., Europe, and Asia. Provider of advanced web tools for virtual teaming and knowledge sharing among companies' employees and customers.

Skill Summary

Extensive business experience in systems design, development, and operation, project management, strategic business planning, market research, marketing, training, and communications supported by an academic background in computer science (BS, Electrical Engineering, Princeton University) and education (MSEd, University of Dayton).

Accomplishments

Product Concept and Design: Designed and developed a new product concept – business email stationery – and created the entire online business system to support sales, ordering, production, delivery, billing and payment (DSI). Spearheaded the use of machine translation for the delivery of company communications in French, German, Spanish, and Italian (NCR). Designed and promoted new intranet services to improve field-to-field knowledge sharing (NCR). Independently developed a new software system capable of producing computer stereograms (GE).

Web Design and Operation: Led team that designed and operated the global intranet web site for NCR's Worldwide Customer Services business and contributed to the design and operation of the web sites for the HR and Learning staff functions. Independently designed and implemented a personalized "MyNCRU" interface service with automated language translation to which over 20,000 NCR associates voluntarily subscribed.

Marketing and Business Planning: Designed and implemented multinational marketing programs in Europe. Principal author of a new marketing plan and planning process for NCR Europe. Provided consulting and education on marketing and strategic planning for NCR's senior and middle management in the U.S. Europe, and Japan.

International Management: Lived and worked in Germany for 3-1/2 years (CSC) and worked for 7 years 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.

Work History

ROI Learning Services Dayton, Ohio 2003-present
Managing Partner

Founded and currently manages a full-service training outsource company. Built business infrastructure (financial, contracts, technical, staffing, advertising, etc.) and directed all operations of new company. Currently working with companies in several industries, plus federal government, throughout the country.

NCR Corporation Dayton, Ohio 1995 - 2002
Director, NCR University Systems

Led HR web teams with responsibility for the design, development, and operation of the NCR University Online Campus and the HR eXpress web site – global intranet sites serving NCR's 30,000 associates for all their learning and HR needs. Consulted with HR management on the application of internet technology across all HR practice areas.

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Morland Associates Dayton, Ohio 1991 - 1995

Consultant

Consulted with K-12 public schools in the Miami Valley – primarily the Dayton City Schools – on the effective use of instructional technology. Founded the Dayton Science Network with the University of Dayton and the Dayton Alliance for Education.

NCR Corporation Dayton, Ohio 1982 - 1991

Director, Product Marketing, NCR Europe

Directed marketing programs, research, and workstation product marketing when NCR's Europe Group achieved \$2 billion in revenues. As director of product marketing was responsible for all PC and workstation sales in Europe: unit volume in excess of 40,000 units and a hardware value in excess of \$350 million. Headed direct staff of four product managers with 12 functional reports based in Europe.

Computer Sciences Corp. Munich, Germany 1979 - 1982

Project Manager

Managed systems consulting projects at Siemens, AG, and Panavia Aircraft, GmbH. Projects included a database system to control large-scale, distributed software development and an aircraft logistics system.

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

University of Dayton 1995 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 local and national student-teacher collaboration.

Princeton University 1974 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.

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, University of Dayton (soeap.udayton.edu)
- Website Services Director, American Society for Training & Development (wocastd.org)

Portfolio

See project descriptions and client testimonials on my company website (www.roi-learning.com/clients) and on my personal web site (www.roi-learning.com/dvm/). My papers, articles, thesis, and reviews are online at roi-learning.com/dvm/pubs/.