



david becker

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Third and final baby due soon

Baby Riley born! Start several new business ventures.

09

Move to Healesville, time for a tree change  
 Refocus on own business

07

Appointed Principal consultant for learning  
 Start a family, his name, Samuel  
 Join Bullseye as Principal consultant to broaden web experience

06

Get married to Mairead (Irish for Margaret)  
 Start own business as an eLearning & blended learning specialist  
 Back to Oz and buy an apartment

04

Move to LA to manage a project  
 Do dev, sales, proj man, end up as Senior consultant  
 Start multimedia apprenticeship at Catalyst Interactive

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Host and produce a TV (OptusVision) and radio show (3RRR)  
 Fall into freelance desktop publishing, interesting, own boss  
 Move out of home with 3 mates – filthy, but fun

92

Start an organic F&V home delivery biz – cash flow crashes  
 Study Sociology and Environmental Policy part time @ RMIT  
 Work various jobs

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## SERVICES

### Results through evidence

- Stakeholder management & consultation, capability, audience and needs analysis
- Strategic and operational alignment and objective setting
- Ongoing measurement & refinement for persistent value.

### Success through readiness

- Strategy development and integration of learning with knowledge, performance, HR, IT and marketing
- Implementation and business readiness planning including BPR, governance, skills transfer and change management
- Budgeting, scoping, requirements definition, tender management, vendor selection and management
- Functional & technical specifications development, test planning and management.

### Value through economy

- Project management to deadlines, budget, quality and scope
- Adult learning theory, instructional design and writing
- Prototyping, piloting & usability analysis
- Paper-based materials, audio and video production
- Animation and complex interactivity (outsourced)
- Photography and image creation
- eLearning content authoring and upload.

## EXPERIENCE

- Designed solutions using interventionist, gap-based, facilitator-led, self-paced, simulation, blended learning, just-in-time, competency-based, continuing professional education, workplace transfer, reference-based, flexible delivery, change management and distance education elements.
- For purposes including compliance, induction, performance improvement, sales force development, software & ERP training (inc extensive SAP experience), communication, change management, risk management, revenue generation, customer education and so on.
- To standards like Prince2, ADDIE, ISO2000, AICC, SCORM & W3C, with tools including Lectora, Captivate and Articulate.
- In sectors including financial services, retail, ITC, leisure & tourism, high tech, retail, business services, health, higher education, correctional services, real estate, media, utilities, law, security, manufacturing, defence and more.

David is providing timely & invaluable support in several areas: product visioning, market targeting, contract negotiations and proposal writing. All of this work is first rate.  
*Chris Wylie  
(Interzoic Media)*

His strategic thinking and deep understanding of adult learning principles, along with his professional yet easy-going demeanour, made working with David an absolute pleasure.  
*Misty Farquar  
(Australia Post)*

His knowledge and expertise are of the highest standards.  
*De Backman-Hoyle  
(Inspired Workforce Performers)*

He is a creative thinker with the ability to very quickly analyse client information, nail the business need and devise an original, creative and effective solution.  
*Rolf Sahrer  
(Bullseye)*

His professionalism, customer focus, demeanour and creativity make him a valuable asset in virtually any role.  
*Ken Kroeger  
(Catalyst Interactive)*

Referees available upon request

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 **Becker Consulting**  
Independent eLearning Services

## HISTORY

### 2004 – now

Providing freelance consulting services to eLearning vendors and directly to clients including:

- Affiliate marketing and content syndicate joint ventures with several organisations
- Content development and syndication partnership with eLearningPortal, an Australian eLearning start-up providing sales support, marketing, consulting and development services.
- Developing iPhone application in partnership with private investors.
- Advising US LMS vendor Interzoic on product development, marketing and partnerships.
- Commercialising Womens Legal Service of Victoria's IP through niche eLearning products and expediting their internal training through blended learning.
- Writing a service advisor eLearning simulation module and a Certificate IV in Frontline Management for Mazda Australia.
- Providing project management, consulting and instructional design services on behalf of eLearning vendors including Nine Lanterns, SumTotal, Global Vision Media, Online Learning Australia and Talent2 to clients including OUP, CBA, NAB, ANZ, BHP Billiton, Mver, DoJ, RightCourse.

### 2006 - 2007

Had a quick jaunt with Bullseye to build my website marketing and digital agency skills. As Principal Consultant for eLearning I completed a number of projects including:

- Overall strategy and development of nine modules of induction, product and technology eLearning and high-end 3D simulations for Mazda Australia.
- eLearning marketplace scan, feeding into Bullseye strategic planning and including recommendations.
- Best practice review for NAB's retail banking division of emerging online banking practices with recommendations.
- Competency based sales force blended learning strategy for Australia Post's national B2B division spanning three sales channels and focused on product and business training, in addition to contributing to the development of a bespoke LMS and writing a number of eLearning product training modules.
- Contributing to an enterprise implementation map integrating eLearning, knowledge and content management for NT Clinical.
- Various eLearning modules for clients including UniSuper, Brisbane Airport and Crown Casino.

### 1996 - 2004

Emerging as Senior Consultant for eLearning, I left Catalyst Interactive to start my own business, having completed a number of projects including:

- Contributing to the development of marketplace strategy and operational methodologies.
- Contributing to the development of bespoke LMS's for News Limited and College of Law.
- Managing an AU\$2.5m project for LADWP in the US generating paper based on online materials.
- Managing, designing and developing dozens of eLearning projects ranging in budget from AU\$10k to AU\$400k for private, Government and education sector clients.
- Developing all kinds of paper-based, facilitator-led and workplace support materials in addition to delivering many hours of classroom training.
- Working with blue chip clients such as Toyota, ANZ, GE, NAB, Nokia, Nortel, Bigpond, Coca Cola and Powercor.
- Working with all levels of Government, including ANTA, AGD, Austrade, ABS, ATO, CRS, DEETYA, DFACS, DFAT, DIMA, RAAF, DoJ and CoM.

### 1992 - 1996

Providing freelance media services including:

- Desktop publishing services to various small business clients
- Hosting and producing a weekly TV show on OptusVision and radio show on 3RRR.

Published in:

 **Marketing**  
MarketingJobs

 **AHRI**  
Australian Human Resources Institute

 **THE AGE**

 **Financial Standard**

 **THE eLEARNING GUILD**