

Richard C. Close

CV Overview

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NGO Overview: Founder of Chrysalis Campaign, Inc. Developed poverty empowerment learning programs in the U.S. and Africa. Creator of “I am Africa. This is my story...” digital storytelling education social network and workshop development program seed funded by UNESCO Power of Peace Network. As acting Education Director of Bridgeport Rescue Mission, develops men’s and women’s education strategic plan, cyber classrooms, mission curriculum, Web2.0 digital library and courses based on UNESCO/WHO Life Skills outline. Photographed and wrote three digital books for not for profit organizations. Board member of Community Outreach Center, Danbury CT.

Corp. Overview: 16 years Chrysalis Marketing specializing in business development marketing and learning product development. This includes strategic work for Microsoft Certification program, built first profitable U.S. technology center Netlan Technology Center in New York City. Clients have included: IBM, Microsoft, MCI, Digital, Oracle, Global Knowledge, Sun Computers and numerous eLearning companies. Industry experience in IT, education and not for profit industries.

Speaker Consultant: Programs include internal webinar speaker on poverty and Web 2.0 community development, developer of the Global Learning Framework. Blogged in international cyber communities, Twitter and LinkedIn international network of over 4,000 education and NGO leaders. Developer of African youth workshops on digital empowerment seeds by UNESCO. Author of three digital photography donation books on U.S. and African poverty.

Skills: Adult Learning, business development, education technologies, Internet community development, Web 2.0 education learning methods, urban adult learning, community learning centers, life skills, curriculum development, marketing, brand development, industry analysis, press relations, instructor Digital Literacy, author, blogger and speaker.

Current

Chrysalis Campaign/Marketing – Strategic Learning Consulting

86 - present

Chrysalis Campaign/Marketing has provided 27 years of learning development strategic and marketing programs. As a senior consultant, I have developed aggressive education and marketing programs for companies such as: Sun Microsystems, American Management Association, ThoughtWare Technologies, Mentergy, Graduate School USDA, TechRepublic, Michigan Virtual University, LeadingWay, Global Learning Systems, Windows NT Magazine, Catapult/IBM Learning Services, International Data Corporation. Interliant Education Services, University of Phoenix, Oracle, NETLAN Technology Center, Powersoft-Sybase and Global Knowledge Network (Digital Learning Services), Lotus Development, Microsoft and Symantec.

Developer - Global Learning Framework™ <http://globallearningframework.ning.com>

Developed internationally published white papers, webinars, speaking and strategic plans for international countries including a domestic homeless center. Developed the Global Learning Framework™ and provide educational professional services, speaking, Global Learning

Community Center program development. University and professional speaking on GLF. U.S. public school professional services training on collaborative teacher curriculum building, Web 2.0 and social networking. Published webinars and papers listed below. Used in Community Development Digital Literacy programs in Africa.

Education Director, Bridgeport Rescue Mission

2/11 – 8/12

Develop men's and women's Learning Centers including strategic planning, Adult Learning curriculum development and instruction. This program includes successful launch of Web 2.0 small group curriculum based on Adult learning principle and collaborative learning. A new curriculum based on UNESCO/WHO outline of Life Skills was developed and bridged between the Biblical New Life Program and workforce/family life skills competence. Addition courses developed to build cognitive skill in prayer, humility and forgiveness. These unique courses are designed to heal urban Post Traumatic Stress of U.S. urban poverty.

Founder, "I am Africa. This is my story..." UNESCO Seed funded portal

2011 - Present

"This is my story..." is a Community Development Digital Literacy program developed to empower African youth to tell their own life stories in a social network and YouTube community. The program included in-the-field digital empowerment workshops in Zambia and Lesotho that went viral into other countries in Africa. Also included is a seminar in a box program for certifying trainers. <http://i-am-the-story.ning.com>

History

Chrysalis Campaign, Inc. (and Chrysalis Marketing)	1986-present
NETLAN Technology Center, Director NTC	1992-1994
Keane Inc., Marketing Manager	1985-1986
MCI International, Software Marketing Manager	1984-1985
General Electric Information Services, Senior Marketing Representative	1983-1984

Education

Masters (Enrolled) Adult Learning Technology and Poverty,
State University New York Empire State College
BS Human Development, Empire State College

Tags: NGO, Corporate, Management, Consultant, Strategist, Business Development, Learning, Not for Profit, Missions Adult Education, Community Learning Center, Digital Literacy, Marketing, Instructor, International

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CV Publishing & Lectures

Lectures Webinars:

Close, Richard. C. (2013, Sept) Sept, 2012 STEMx Conference, "Upgraded Methods for Instructional Design w/ Project Based Learning" from <http://tinyurl.com/n2n55vf>

Close, R. (2013, Nov) Global Education Conference, "Diversity, Learning Styles and Project Based Learning" Upgrading classroom methods for a global Personal Learning Framework" from <http://tinyurl.com/p2kpmce>

Close, Richard. C. (2012, March) April 21st, 2012 Social Learning Summit "The Birth of Social Flash Learning in the Global Collaborative and The Global Learning Framework" from <http://tinyurl.com/7tgtk4>

Close, Richard. C. (2006, March) Nov 19th, 2010 Global Education Conference "Colonial Industrial Training Vs. Democratic Web Education – Our New Global Learning Framework" from <http://tinyurl.com/34fjue8>

Published Writings and Lectures

Close, R. (2013) Global Education Magazine, UNHCR, Human Collaboration the Peoples Revolution of a Global Learning Framework from <http://tinyurl.com/k2t4cps>

Close, R. (2013) Academic.edu, Paper "Human Collaboration, Africa's Revolutionary Application for Broad Band Expansion." From <http://tinyurl.com/pzolbnu>

Close, R. (2010) Global Learning Framework Ning, 5,30,2013, from <http://globallearningframework.ning.com>

Close, R. (2012) "Digital Literacy and Resources for African Educators & Community Leaders" www.GlobalEducationConference.com 2012 From <http://www.screencast.com/t/zbHwf4Hdo7>

Close, Richard. C. (2011, December) "Best practices The Impact of the Internet on African Youth and Poverty." Africa Peace & Conflict Journal UN Mandated University for Peace, Addis Ababa, Ethiopia, PDF Article, <http://tinyurl.com/7voth42>

Close, Richard. C. (2006, March) "Best practices for healthcare professional e-learning." Healthcare Compliance Strategies, Inc., Webinar and White paper <http://www.hccs.com/>

Close, Richard C. (2007, November) "Internet filtering and Web 2.0. Why can't they get along?" BASCOM.com, Webinar <http://www.screencast.com/users/chrysalismtg/folders/Default/media/fec9edde-1a9d-42a5-afb6-542eec271770>

Close, Richard C. (2007, November) *Best Practices for Nurse Educators*. Presented for Decision Critical, Inc. Webinar <http://tiny.cc/jd0xg>

Close, Richard C. (2009, May) "Web 2.0 in the classroom Global Learning Framework". 4C Initiative. Dublin City University. The Learning, Innovation, and Knowledge Research Center. Webinar. <http://tiny.cc/f07do>

Close, Richard C. (2009, October) "Web 2.0 and the Global Learning Framework." Presented at Distance Learning Association Conference at Penn State University. Webinar and White Paper. <http://www.slideshare.net/richardcclose/padla-lecture-global-learning-framework-richard-close>

Close, Richard C. (2010, April) "Global Learning Community Center for Developing Countries" White Paper, <http://globallearningframework.ning.com>

Close, Richard C. (2010, May) The Global Library Framework. *ETTIE India Library Conference*. <http://ettlis2010.ning.com/>

Close, Richard C. (2010, Spring) Colonial-Industrial training vs. Democratic Web education: The experts vs. the people? International Society Technical Education, *Journal for Computing Teachers*. <http://www.iste.org/>

Kramer, Dianne, & Close, Richard C. (2005, February) "The Revolution in e-learning." PeakSkills Learning Systems.

Julian, Ellen IDC, & Close, Richard C. (2000) "The ever-changing e-learning elevator." eLearning 2000 Conference.

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CV Consulting Projects

Chrysalis Campaign, Inc. NGO Projects

- 2013 Expand research on Global Learning Framework into Personal Learning Framework of Adult Learning
- 2012 Uganda education and community leaders webinar training on Community Development Digital Literacy
- 2012 Strategic communications consulting for Nexus Mundi Foundation's telemedicine project with Telecom Italia and Vatican Jesuits in Zambia.
- 20011-2 Founder- developer, "I am Africa. This is my Story..." UNESCO Seeded social Network and digital storytelling workshops for African youth. Three weeks workshop training in Zambia and SA Lesotho.
- 2011-2 Acting Director, of Education Bridgeport Rescue Mission, Strategic planning, Build Learning Centers, Curriculum Development, Learning methodology design, Instruction, 18 Months
- 2009-12 Founder-Developer, Chrysalis Campaign, Inc. Global Learning Framework. International papers, webinars and social community.
- 2003& 2007 Thunder Ranch Livingston Zambia, Leadership training, photography donation book and research
- 2009 Downtown Learning Center, Brooklyn NY, research, documentation and advice, two years
- 2008 KenyaOrphans.org, Rift Valley Kenya, Leadership training, research, development of donation photography book , three weeks

Additional Projects and Employment

BASCOM, Strategic Consultant

Strategic planning, product positioning, industry relations, webinar development, training, eLearning content development, community building.

Microsoft

Re-branded Microsoft's Education Professional program into three segmented markets: Desktop, Infrastructure, and Application Development This MSCSE program stills holds true today. Developed the SE Jump-Start program for Microsoft. This first "seminar-in-a-box" was held in 200 Microsoft Authorized Technical Education Centers each month. Provided channel market behavior research.

NETLAN Technology Center - NETLAN, Inc. - President

As President, wrote business plan to develop NETLAN Technology Center. At Netlan's request, four years later upgraded that plan and re-branded the company a second time. Strategic partnerships with Lotus Notes and Microsoft were developed. Developed a seminar program with the following results: Direct mail campaigns for Free Information Seminars yielded up to a 9% return. Sales increased 34%. Margins rose substantially. Service business increased from 12 % to 32% of overall sales. Corporate sales database grew from 234 to 11,000 names. Over 2,000 attended NETLAN Technology Center events. Over \$53,000 in vendor assistance in marketing funds was received the first year the NTC opened. Acquired over 780 leads in a Novell trade show with 1,100 attendees.

IBM Learning Services - Catapult (Acting VP Marketing)

Acting VP Marketing for the IBM U.S. division of the world's largest IT training organization, Close Productions was contracted to revise corporate sales - marketing strategy and deploy necessary marketing and product programs as acting VP of marketing. These programs were deployed in six months yielding over 9,000 leads and a revised business strategy. The tasks included:

Competitive analysis and recommendations for new marketing programs.

Handled pre-sales support and tour evangelist for the product line.

New branding and product strategy, which required the creation of the SystemONE family of training and eLearning products. New branding program packaging of all products and services to fit the IBM international branding programs.

Launch new events programs with all new collateral, sales training, programs and booth strategy yielding more leads than in the company's own history. Developing a Knowledge Management methodology to promote products.

Launched a twenty-city road show yielding quality leads and contracts that exceeded the program's forecast. Acted as the sales evangelist for the tour and conference presenter.

Sun Educational Services Sun Microsystems

Close Productions was contacted to develop a new IT vertical market sales program and marketing strategy for the seventh largest domestic training organization. The challenge was to have all of Sun Educational Services diverse non-tangible learning products fall into a series of easy-to-sell set of solutions in one campaign. Recommendation for sales kits, tools, and value propositions. Developed line item marketing tasks plan and budget. IT Workforce Development marketing product presentations. Turn non-tangible consulting sales into a suite of tangible fixed price solutions.

ThoughtWare Technologies (Acting VP Business Development and Marketing)

Instrumental in repositioning, packaging, and launching ThoughtWare's WorkForce LifeCycle Management WLM product line. (WLM is a complex product integrating HR and eLearning functions that address multiple markets.) Within six months the product was launched and had close to 1,000 companies testing the product via the company web site as sales leads. In addition, supply and demand channel programs were established yielding coop funds and sponsorship with such organizations as Arthur Andersen. Extensive pre-sales and presentation development projects

HCCS, Strategic Consultant

On retainer to turn around and expand an eight year old healthcare compliance content eLearning company. Developed webinars and best practices methods delivered to over 1,000 healthcare institutions. Tasks included; Strategic planning, methodology development, webinar presentations, re-branding and positioning, business development, LMS product introduction, product launches, collateral creation, white papers, presentations and Webinar development, project control method, pre-sales consulting, Company expanded to Expert in Healthcare Learning position and sales went from decline to an increase of 20%.

PeakSkills Learning Systems, Acting Vice President

Startup eLearning and methodology company. Client consulting and eLearning Content development. Develop all channel partner, collateral and campaigns. Direct development of commercial accounts including client consulting. Speaking, white paper, presentation and event development. NLP courseware development. Evangelizing, channel program development.

American Management Association

Close Productions was contracted to create an eLearning campaign strategy, branding, concept and develop a brochure ready for print in less than a week. Developed and delivered a successful custom eLearning sales training program for AMA's international sales force based on Miller Strategic Selling principles.

LeadingWay (Acting VP Business Development)

Close Productions was contracted to develop business, product, sales, and marketing plans. The objective secured additional financial backing and productized the LeadingWay Knowledge System solution into a Knowledge System. Deliverables for this engagement included: Business Planning, Marketing - Product Development, Business Development, Speaking and Industry Relations and a White Paper on Knowledge Management and eLearning. In addition, handled sales kits, strategic partners, and industry relations.

Interliant Education Services, Interliant, Inc.

Wrote a strategic plan and P&L business plan in order to start up a new business for the world's largest Lotus Notes hosting company that provided a Lotus LearningSpace Distance Learning product line.

Global Knowledge Network (Digital Learning Services)

Acting Vice President Marketing- Developed new sales and marketing strategies, programs and systems to complete the acquisition of Digital Learning System into Global Knowledge Network. Consolidated four lines of business into one coherent branded sales marketing program. Using our Event Based Marketing Model developed a franchised-style marketing program and deployed it across 70 locations in 34 countries.

Sybase/Powersoft

In order to turn around Sybase's sales channel conflicts with Powersoft, performed detailed channel behavior and conflict analysis of education channel partners. Utilized advisory counsels to engineer new channel policies and merge the Powersoft and Sybase channels into one program.

Lotus Development

Performed competitive analysis of client/server consulting channel for Lotus Development Corporation; including the development of recruitment strategy and collateral.

Oracle

Researched and wrote Oracle's Word-wide Education Certification Strategic Plan. This detailed document contained budgets, channel structures, curriculum structure, channel partner requirements, and marketing programs.