

NORMAN COOPER

Tacoma, WA | (253) 354-1275 | normancoop@msn.com | www.linkedin.com/in/normancooper

Training Manager / Learning & Development Specialist

Dedicated, enthusiastic, and extremely well-organized training management professional with a demonstrated track record of building, launching, and facilitating high-impact employee skill-building and development programs. Passionate about applying modern learning tools/techniques to boost workforce productivity—and to generate dramatic increases in employee retention, motivation, and engagement. Deep knowledge of adult learning theory, practices, and principles. Comfortable dealing with ambiguity. Experience working with extremely diverse employee groups, both domestically and internationally, tailoring training programs to meet highly customized needs.

AREAS OF EXPERTISE

Training

- Needs Identification
- Curriculum Design
- Instructor Recruitment
- Classroom Facilitation
- 1:1 Coaching & Mentoring

Communications

- Employee Relations
- Message Development
- Web Content Management
- Teamwork/Collaboration
- E-Learning Technologies

Management

- Program Management
- Budget Administration
- Team Hiring & Leadership
- Evaluation/Measurement
- Policies & Procedures

PROFESSIONAL EXPERIENCE

Deputy Education Officer | GLOBAL BUSINESS TRAINING CENTER

Tacoma, WA: 2013-Present

Focus: Manage operations and planning/delivery of international language and cultural training to over 1,500 soldiers at Joint Base Lewis-McChord, as well as 700 civilian employees. Lead a team of 15+ instructors and stakeholders in the identification of training gaps and opportunities, the creation of appropriate learning tools, the delivery of hundreds of ongoing classes, and the final evaluation/measurement of all programs for effectiveness.

Coaching & Sales Associate | ADVANCED DEVELOPMENT CONCEPTS (ADC)

Tacoma, WA: 2009-Present

Focus: Concurrent with management role, above, hold certification in ADC's cutting-edge series of interactive personal development and financial planning courses—working with over 400 clients to date to plan their future, clarify their life priorities, and pursue self-improvement opportunities.

Assistant Dean | EUROPEAN LANGUAGE ACADEMY (ELA)

Annapolis, MD: 2005-2007

Focus: Co-managed all operations for this prestigious international training academy located at the United States Naval Academy. Coordinated the delivery of intensive language studies and training to over 1,300 students per year. Hired, supervised, and evaluated all program instructors, in addition to overseeing a \$6 million budget and ensuring the maintenance, security, and logistics for a 12-building campus operated by the school.

Commander | U.S. ARMY, 158TH BATTALION

Baltimore, MD: 2003-2005

Focus: After a two-year tenure in the U.S. Army's 195th Military Intelligence Brigade, recognized for leadership strengths and promoted to full Company Commander role in the 158th Battalion supervising a team of 85 soldiers. Successfully created an atmosphere of trust, optimism, and teamwork despite the stressful prospect that the team might deploy to Iraq during this time period. Focused heavily on building up the confidence, strengths, and competencies of assigned individuals—receiving extremely high marks for personnel retention rates.

"Norman was a godsend; he was instrumental in helping me identify my strengths, take charge of my life, and pursue my long-standing dream of launching my own successful small business."

Tracy Conrad
Owner
Pinnacle Yacht Supplies

"Norman is an exemplary teacher, able to connect with students of all walks of life and help them find the inspiration to better their lives, careers, and futures via the path of education. He has my highest recommendation and is a real gift to the global training community."

Dr. Sebastian Miller
Dean of Students
European Language Academy

"The secret weapon on my leadership team? It was Norman Cooper, who took on every challenge we threw at him and found a creative way to knock it out of the park. He served as a role model to both students and staff alike and any other CEO who hires him is going to be thankful for it."

Ben Sutomayor
Chief Executive Officer
European Language Academy

HIGHLIGHTED PROJECTS & ACCOMPLISHMENTS

- Managed a cross-functional team of 15 employees in developing the new "Future Mastery" program launched in 2012 by Advanced Development Concepts. Played instrumental role in refining the curriculum and in identifying successful ways to differentiate and market the program, which has generated over \$10M to date.
- Took charge of managing the European Language Academy's "Cornerstone Learning" project, a one-stop solution that would track the progress, advancement, and success of Armed Forces translators throughout their careers and into civilian life.
- Worked closely with the ELA's "Leadership Language Program" to enhance training tools and facilitate improved communications with key leaders/managers throughout the public sector.
- Presented two breakout sessions at the 200th Military Intelligence Brigade's annual Language Conference, highlighting the ELA's abundance of language enhancement products and evangelizing their benefits to potential participants and military leaders.
- Gained strong proficiency in sales, marketing, and business development techniques via the ADC certification process—receiving expert instruction in how to sell training/coaching services, negotiate pricing, and build a sustainable client pipeline.
- Developed a high-impact language/cultural immersion program to serve U.S. Navy personnel, accelerating their ability to learn various European languages and customs—reducing the time needed to be stationed overseas by as much as six months.

EDUCATION & TRAINING

B.S. Degree in Business | Fordham University (1997)

Emphasis in Education Management; additional coursework in Operations, Accounting, Human Resources, and Organizational Behavior

Graduate, Carnegie Sales Training

Completed extensive hands-on training in sales strategy, public speaking, presentation delivery, communications, and negotiation skills

COMMUNITY INVOLVEMENT

- Youth Tennis Coach (2008, 2010) & Assistant Lacrosse Coach (2013)
- Eagle Scout & Scout Master (2013-2014) for Troop 183, Tacoma, WA
- Community Liaison, Puget Sound Senior Services (2013-Present)

ADDITIONAL SKILLS & EXPERIENCE

- Advanced Spoken/Written German Language Proficiency
- 2 Years of Overseas Study in Munich, Germany & Brussels, Belgium
- Proficient in MS Office, SharePoint, and SYSTRAN language software
- Military deployment experience in Iraq, Kuwait, and Afghanistan