

NEIL H. NATHANSON

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SUMMARY

Innovative, technology-savvy communications professional with experience managing Interactive Design/Production Teams. Proven track record of implementing new technologies early in their life cycle to advance business goals.

Solid reputation for helping mid to large-sized companies increase effectiveness and save money by identifying, implementing and managing technology-driven learning and training solutions. Strengths in creativity, technology and people management have provided a strategic advantage.

PROFESSIONAL EXPERIENCE

MERCEDES-BENZ USA

1998 – June 2015

Knowledge and Technology Manager (2013 – June 2015)

Responsible for the planning, design and management of the technology platforms that drive learning at Mercedes-Benz.

- Platforms: Learning Management System (LMS), Digital Asset Management System, Content Management System, Learning Portal, Live Web Show, Mobile Portal and Social Platform.
- Analyzed and re-structured existing Digital Asset Management System to improve usability and engage users. Created reports to measure activity and to drive acceptance by users and management. Increased usage by 600%, saving time and money by reducing transfer costs.
- Developed updated Learning Portal to adapt to new LMS requirements. Provided improved usability and consistency with the brand's ID. Planned the physical separation of the LMS and Learning Portal while providing a unified interface for users. Managed IT and Creative Services teams to ensure deadlines and budgets were met at an exceptional quality level.
- Identified the opportunity and implemented an Enterprise Social Media Network to support Workplace Learning. Enabled the new "Product Concierge" role at dealerships to leverage peer-to-peer learning and information sharing, increasing response time for customer questions. Selected internal Subject Matter Experts to participate in the forum to ensure accurate answers to questions.

Interactive Design Team Leader (2009 – 2013)

Responsible for team of 18 artists and programmers; providing design and production of communications for marketing, training and learning. Expertise with development for disc, Internet, mobile, tablet and additional technology platforms.

- Improved the Learning & Performance Department's negative opinion of the internal creative services team. Changed mindset from dropping the team to growing both the team and budget (\$1 million to \$1.6 million in first 2 years). Continued to develop team and refine skillset to support business demands and new technology opportunities.
- Created new reporting format, hosted monthly meetings for client's review of activity and planning of workload. Ensured key business goals were supported and that targets were met.
- Identified the potential of QR codes to support marketing and training. Designed QR code application to provide redirect and tracking/reporting capabilities. Built system internally and provided to company at no cost enhancing digital toolset. Established as the expert on QR via in person meetings, webinars and on internal social media site.

MERCEDES-BENZ USA

Computer Generated Imagery (CGI) Team leader (2004 – 2009)

Conceived, prototyped, developed and managed the first CGI department at MBUSA.

- Developed Business Case and Plan for building a CGI Department in-house at MBUSA. Secured \$500,000 in funding per year for hardware and personnel. Managed growth of Department to a team of 4 with required computers and rendering equipment.
- Identified external vendors to support team and engaged them, beginning a transition to outsourcing CGI in support of the increasing volume of work. By 5th year increased budgets to \$1.4 Million per year, transitioning CGI to be the primary solution for vehicle imagery over photography.

Distance Learning Specialist (1998 – 2004)

Designed and developed self-directed technology enabled learning solutions including CD-ROM, DVD, Web based and mobile formats.

- Planned and designed first Training Website for MBUSA moving print-based training materials to the Internet. Created Print-on-Demand solution for dealers requiring print, moving costs to the user and reducing training print budget from \$400,000 to \$0.
- Re-developed versions of web courseware for CD-ROM and DVD playback. Sold monthly to dealers with lower bandwidth helping them consume training. Program created a profit center helping fund additional course development.
- Created “Just in Time” performance support reference documents for Palm Pilots as the first mobile device based training initiative. Lowered costs by over \$100,000 for these previously printed references by moving to digital solution while increasing usefulness to users.

ALLEGRO NEW MEDIA

1991 – 1997

Multimedia Design Director

Responsible for design, production and marketing of numerous retail CD-ROM titles.

- Led projects for startup business contributing to success of company. Products included: Cooking with Dom DeLuise, Betty Crocker Cooking with Kids, Learn To Do Word Processing with Benjamin Franklin, Business Library and PC Library.
- Authored 4 Graphic Design CD-ROMs providing clip art and stock photography for desktop publishing use. Developed packaging and advertising materials to successfully market the products in retail stores.
- Authored “Learn to do Desktop Publishing” a video enhanced tutorial CD-ROM for aspiring publishers, which sold in retail stores for over 4 years.

EDUCATION

BFA Advertising Design, Syracuse University

Knowledge Management Certificate, ATD Continuing Education with Dr. Marc Rosenberg