Scott Parker

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PROFILE

Learning and development leader with 20+ years building training programs, assessment systems, and learning platforms across global, high-growth companies. Founding member of the SoftwareOne Academy, a 13-week hiring and onboarding pipeline that confirmed full-time offers based on assessed readiness. Led teams of instructional designers and facilitators, ran the Docebo LMS implementation end to end, and led vendor selection and negotiation for multimillion-dollar learning technology and content contracts. Increasingly focused on where AI can scale a learning function without replacing expert judgment.

EXPERIENCE

Learning / AI Consultant | sparkerLX Consulting 2019 – present

- Advised clients on learning strategy and on integrating AI into Learning and Development, including where AI-assisted content, research, and learner support can scale a program and where subject-matter review must remain the source of truth.
- Developed rubrics and assessment guides for client workshops and learning programs.
- Built AI applications to conduct targeted research, generate marketing content, and assist struggling readers.
- Designed and implemented a methodology to improve the quality of AI-assisted development projects.
- Facilitated in-person and remote workshops using LEGO Serious Play and Design Thinking for client teams.

Global Talent Ecosystem Lead | SoftwareOne, Remote (Global) 2023 – 2024

- Led a team of four to six instructional designers, facilitators, and production specialists supporting the People & Culture Talent department, including the ongoing SoftwareOne Academy.
- Participated in hiring for the broader L&D and Talent teams, including senior operations roles.
- Guided the implementation of the Workday Talent module, customizing and optimizing the platform in collaboration with vendors to align with company-wide talent strategies.
- Led evaluations of talent and performance management technologies, platforms, skills taxonomies, and vendor capabilities to inform strategic planning.

Global Learning Ecosystem Lead | SoftwareOne, Remote (Global) 2022 – 2023

- Led a team of four to six instructional designers and facilitators designing and delivering digital learning for a global workforce of 9,000+; hired instructional designers directly for the team.
- Led the end-to-end implementation of Docebo LMS, from selection through rollout, shaping SoftwareOne's learning platform to improve accessibility, engagement, and workforce development.
- Led vendor selection and RFP negotiation for major learning technology and content contracts including Docebo and Skillsoft, directly negotiated smaller content agreements, and helped consolidate distributed departmental learning spend into a unified L&D budget.
- Managed ongoing partnerships with Skillsoft, Docebo, Udemy, and Codecademy, ensuring integration and alignment with organizational learning needs.
- Collaborated with Marketing, HR, and business leaders to integrate learning technologies into the broader corporate environment.
- Coached non-specialist teams, including sales enablement, to improve their own instructional design practice.

Global Head of Curriculum, SoftwareOne Academy | SoftwareOne, Remote (Global) 2021 – 2022

- Key founding member of the team that launched the SoftwareOne Academy, a 13-week hiring and onboarding pipeline for early-career technical and non-technical hires across global regions. Full-time positions were confirmed at the end of the program based on assessed readiness.

- Designed a multi-layered assessment approach combining project-based evaluation, knowledge checks to identify gaps, rubric-guided observation by mentors and managers, and live job performance data such as ticket resolution rates where available.
- Used assessment results to tailor remediation and build targeted modules for individual learners during the program.
- Designed curricula and learning strategies for diverse technical and non-technical subjects under tight deadlines to meet the needs of a rapidly expanding business.
- Led the 13-week virtual boot camps, guiding learner cohorts through live training sessions, hands-on activities, simulated team projects, and structured coaching and feedback.
- Collaborated with business leaders and subject-matter experts to create a practical, technical skills-focused curriculum, facilitating the transition of hundreds of participants into company roles across multiple global regions.

Senior Learning Specialist | Slack, San Francisco 2016 – 2019

- Designed and delivered learning experiences for internal global audiences, supporting continuous development and performance improvement during a period of rapid expansion.
- Developed and facilitated both instructor-led and self-paced programs to support employee growth and improve team performance.
- Created soft skills training programs covering presentation design, OKR creation, difficult conversations, interviewing techniques, Design Thinking, and innovation skills.

Senior Instructional Designer | Apple, Cupertino 2008 – 2016

- Developed instructional materials for Apple Sales Training supporting major product launches, equipping a global external audience of channel partners and resellers with the product knowledge and skills to sell and support Apple products.
- Designed scenario-based and branching conversation-simulation assessments scored on product knowledge, questioning technique, and sales process, giving sellers and their managers a shared performance metric.
- Established a detailed competency framework and taxonomy for retail sales training, guiding content development, enabling personalized and adaptive learning pathways, and structuring product-knowledge assessments.
- Developed interactive learning modules for an enterprise-scale mobile sales support tool, incorporating conversation simulations and micro-learning content for retail environments.
- Designed the scoring model and a visual authoring notation for branched sales simulations so stakeholders and subject-matter experts could review and debug conversation flows before release.
- Designed and facilitated multi-day Design Thinking workshops for internal teams, addressing specific business challenges.

Project Manager / Instructional Designer | A.S.K Learning, San Francisco 2006 – 2008

- Designed and managed the development of interactive multimedia eLearning projects and tailored training solutions for external clients, primarily focused on product training and sales skills.
- Won the 2007 Brandon Hall Silver Medal for Best Custom Content for the "Attach Rate Carnival" project developed for Cisco.

Earlier Career | Interactive media and educational game design, Vancouver / Berkeley 1996 – 2006

- Producer and technologist roles at Clear Ink, Online Innovation, and Stratford Internet Technologies; instructor at The Art Institute of Vancouver; educational game designer at Brainium.com, where I built a curriculum-aligned content taxonomy for an award-winning K–8 science platform.

SKILLS

Leadership & Operations

Team Leadership • Hiring & Team Development • Vendor Selection & RFP Negotiation • LMS Implementation • Learning Strategy • Stakeholder Partnership • Client Management

Learning & Development
Instructional Design • Curriculum Design • ILT & VILT Facilitation • eLearning Development • Skills-Based Learning • Experiential Learning • Sales & Partner Training • Workshop Facilitation

Assessment & Methodology
Assessment Design • Rubric Design • Scenario-Based Assessment • Simulation Design • Competency Frameworks • Skills Taxonomy

Technology
Docebo • Workday Talent • Gen AI • Agentic AI • AI Prompting • Chatbots • EdTech

EDUCATION

W. P. Carey Certificate in Artificial Intelligence in Business — Arizona State University

The Power of Stories to Fuel Innovation (XINE217) — Stanford Engineering Center for Global and Online Education

DSN 201 How to Think Like a Designer — Stanford Continuing Studies

d.School Bootcamp — Stanford d.School

History — University of Victoria

CERTIFICATIONS

How to Scale a Business with AI & Agentic Workflows – Foundations — Maven (2025)

AI Product Management 101 & Certification – Building AI Products End-to-End — Maven

IBM Applied AI Professional Certificate — Coursera / IBM

Python for Data Science and AI — Coursera / IBM

Enterprise Design Thinking Co-Creator and Team Essentials for AI — IBM

Building AI Powered Chatbots Without Programming; Chatbot Building Essentials — Coursera / IBM

AI Foundations for Everyone Specialization; AI for Everyone — Coursera / IBM / DeepLearning.AI

Certified Facilitator, LEGO® Serious Play® — Association of Master Trainers in the LEGO® Serious Play® Method

Futures Thinking Specialization — Coursera / Institute for the Future

Design Leadership — Cooper Professional Education

Team Performance: Cultivating High-Performing Teams and Workgroups — The Grove Consultants International

The Emotional Culture Deck – Certified Practitioner (Elephant Rider)

AWARDS

Brandon Hall Awards, Best Custom Content (Silver) — Cisco Attach Rate Carnival

Lotus Award, Best Web Rich Media — VirtuallyDating.com

Invision Award, Gold Medal for Online Education Products — Brainium.com