

Eduardo Arellano Martin, MBA

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Training & Development

Technically sophisticated Tri-Lingual, **Professional Trainer, Expert Presenter and Life-Long Coach well qualified by 14+ years' experience**, train the trainer certification and an outstanding reputation for creating and facilitating high-quality, high-impact internal/external training and coaching solutions using innovative methods and technologies. Rare depth and breadth of experience with Instructor-Led & Self-Paced Training tools, One-on-One and Group coaching and proven abilities in applying advanced technologies to enhance adult learning. Skilled in collaborating with subject matter experts to enhance course content and ensure technical accuracy. Extraordinary written and verbal communication as well as superior presentation skills. Enthusiastic and fun with a positive and motivating training and coaching facilitation style.

Core competencies

FOR ORGANIZATIONS

Vision, mission and values development
Goal setting
Commitment to new programs and new ways of managing
Communication and teamwork skills
Change management

FOR GROUPS

Values clarification
Conflict resolution
Communication skills
Team management
Coaching and team building

FOR INDIVIDUALS

Leadership Fundamentals
Training and management development
Career development
Individual observation and feedback
Individual skill coaching
Serving as a sounding board for decisions
Technical skills training
Administrative skills training
Management/supervision training
Decision making and problem solving
Project Management
Presentation Skills for Business

General competencies

Computer- & Video-Based Training (CBT/VBT)
Web-Based Training Creation
On-line Course Development & Facilitation
Instructor-Led & Self-Paced Training Delivery
Curriculum & Course Materials Development
Instructional Systems Design (ISD) Methods

Adult Education Needs & Theories
Multimedia Authoring & Visual Design Concepts
Training Program Evaluation & Quality Standards
Project & Program Management
ADDIE design and implementation
Sales and Presentation training

Experience Highlights

Founder and CEO, EduardoArellano.com 2012 - present

Education

2012-2013	Train the Trainer Certification , Universidad de Nebrija, Madrid
2010-2011	MBA in Business Administration Universidad de Nebrija, Madrid (June 2011)
2009-2010	Masters in International Commerce (May 2010), EOI, Spain
1995-1997	Associates in Economics and Associates in Marketing Prairie State College, Chicago Heights, Illinois
1992-1995	Bachelors in Aviation Flight , Southern Illinois University, Carbondale, Illinois

EMEA Training Manager, Agency Partners, Blackberry/RIM (MarketStar/Team Blackberry) 2013 - Present

Training Management Executive responsible for the strategic planning and leadership of the field agency training team. Lead a cross-functional training team responsible for ongoing product knowledge and skills enhancement to agency field teams. Directed the implementation of the regional training program for current and new product lines. Developed gap forecasts, analyzed competitor activity and market trends, and created an integrated regional overview to permit the development of high-impact agency training/ support opportunities.

- Launched the webinar series for Q10 and R5 product lines.
- complexity, expediting data mining and providing better information to senior management.
- Spearheaded development of the "Regional Overview" and negotiated it's use throughout all regions globally.

Developed and implemented an improved reporting system by training, month and quarter, reducing reporting complexity.

Iberian Head of Pre/Post Sales, Channel Partners, Promethean LTD 2010 - 2013

Challenged to launch a Pre-Sales structure on the Iberian Peninsula. Train channel partners and service providers on sales and positioning, product and installation procedures. Serve as liaison between providers, sales staff and administrative staff. Developed all channel training and marketing materials for Interactive white boards and collaterals. Assist with software implementation into open source OS's. Evaluate client needs and conform policies and procedures to best suit those needs, while staying within legal and operational constraints. Communicate with clients to ensure satisfaction with the program and provide education to resolve potential conflicts. Design and instruct sales and customer service training programs for our principle distributor.

Key Achievements:

- *Created a highly successful channel partner training program to prepare resellers for success in the channel. Established long- term, mutually beneficial relationships with major resellers and enjoyed an unprecedented success rate in getting those partners up and running quickly and driving sales by 20% in the first six months*
- *Following the requirements of tender-mandated training specifications and using an ADDIE model, developed and implemented the training modules for over 5,000 teachers to comply with EU mandated funding regulations. Created highly regarded and very effective PowerPoint/ ActivInspire presentations incorporating all learning modalities for ease of understanding.*
- *Repeatedly selected by regional governments to develop training materials for point based teacher assessment and lead training workshops.*

- *Recruited to “train the trainer,”* authoring the program to successfully coach experienced teachers in the use of Interactive White Boards and technology in the classroom.

Iberian Sales Director, Presentation Products Division, AVerMedia 2007- 2010

Recruited by executive management to revitalize the Iberian ITC education market sales distribution network and facilitate new product launches throughout the Peninsula. Planned strategies and directed a team of 4 distributors and personally managed all key account sales presentations, negotiations and contract closings with customers such as the Autonomous Region Education Councils, Spanish Ministry of Education, UAB, UAM, etc. Concurrently, led the market introduction of new products and technologies to 35 resellers throughout Iberia.

Key Achievements:

-Achieved **86% YoY** revenue growth close 2009.

-Increased market share by **36%** against strong international competition.

- *Invited by CSIF teachers union* to participate as a panel member in their annual teachers photography contest *giving nationwide visibility to our company*

Trainer/Training Consultant, Self-employed 2001-2007

Planned, implemented and directed all ESL language programs for major corporate and government clients nationwide and provided training expertise in the areas of training and development, project management, skill and competency assessment, and development of language learning skills for sales and marketing personnel.

Key Achievements:

-*Chosen to author the curriculum and teach English as a second language to hospital employees* through moodle based lessons and assessment as well as instructor-led classes

-*Formulated and deployed* an innovative ESL training program. Successfully transferred Language skills knowledge and played a primary role in establishing department heads in the international arena.

Certifications

2012	EU accredited Train the Trainer certification – Universidad de Nebrija Madrid
2012	Certified installer ActivBoard, ActivProgress, ActivEngage
2011	Certified Service Tech Promethean, LTD
2010	3D Animation with Maya, CICE, Madrid Spain
2009	Dirección de Equipos (Team Leadership), Fedeto, Toledo Spain
2008-2009	Gestión de Proyectos (Project Administration), Fedeto, Toledo Spain

Other Highlights

Speaker - BETTS 2011 London, England, Technology in the Classroom

Speaker - Segundo Congreso PizarraTIC, Madrid Nov. 2011

Speaker - Primer Congreso PizarraTIC, Madrid Nov. 2009

Speaker - BETTS 2009 London, England, Innovations in the classroom

Panel Member - **Concurso de Fotografía Digital Y tú ¿cómo lo ves?** CSI-CSIF Nacional Oct. 29, 2008

Teacher training classes in various CPR's and CAP's (teacher training centers) of Castilla la Mancha, Madrid, Murcia, Galicia and Castilla y Leon

Design and implementation of channel training and certification, Promethean LTD

Design and implementation Training classes with Grupo DIM – “Uso didáctico de las Cámaras de Documentos”

Design and implementation Training classes with RED.es – “Uso didáctico de las Cámaras de Documentos”