

Amy Newland

1440 Jancey Street Pittsburgh, PA 15206 +1-412-523-0946
amyn100@gmail.com | <https://linkedin.com/in/amy-newland-238bb130/>

As a seasoned professional in talent development and leadership, I am passionate about empowering individuals and teams to achieve their full potential. With a proven track record in designing and facilitating impactful learning experiences, I excel in aligning talent development initiatives with organizational goals to drive performance, engagement, and growth. My expertise in instructional design, program management, and coaching enables me to create customized solutions that meet the diverse needs of employees across all business areas.

Work Experience

Director of Training, Development, and DEIB

Dec 2024-Present

Goodwill SWPA | Pittsburgh

Drives strategic initiatives for employee's career growth and development. Duties and responsibilities include formulating processes and policies related to training programs and implementation, talent and performance management with a Diversity, Equity, Inclusion, and Belonging (DEIB) lens. The Director is responsible for evaluating staff's skills and gaps through performance management process and analysis to develop strategies, career plans, and programs to grow the skills of the agency utilizing innovative practices in order to meet the agency's mission, values and retention goals.

- Created and facilitated a Leadership Academy Playbook leadership four-day training series that focused on developing 24 leadership soft skills with a capstone presentation and a 89% Net Promoter Score.
- Designed agency wide eLearning trainings via Articulate Rise 360, Articulate Storyline, Vyond video editing software and Adobe.
- Manage a performance review process to assess employee skills and skills-gaps to improve quality of agency strength, employee growth and retention.
- Work with training staff in other Goodwill divisions to advance a culture of learning by supporting and assisting with their specific training programs., ensuring best practices and equitable access.
- Develop, implement, and oversee an agency internship program.
- Evaluate and recommend innovative and best practice methodology for the agency needs, such as in-person (either via self-led or consultant-led, e-learning or game-based platforms).
- Utilize surveys that address methodologies for learning needs, employee engagement pulse, and then recommend programs to address opportunities.

Communication & Enablement Lead

Jan 2022 – May 2024

SAP North America Global Revenue Operations GRO | Pittsburgh

Facilitated bi-weekly leadership sales meetings calls for the GTM Operational Excellence Team. Program manager of the Early Talent Academy Developed a Sales Training Program, ensuring smooth operation and blended learning experiences. Implement training initiatives and strategies for sales processes, go to market strategies, and soft skills development, including advanced sessions on generative AI and data storytelling. Collaborated with go-to-market and Field Operations to prioritize and address learning needs, contributing to achievement of new objectives and best practices. Effective Global Employee Onboarding orientation facilitator supporting a strong work ethic and motivation of new hires to encourage and build customer relationships and motivational skills.

- Designed and delivered engaging, creative brand-compliant content for 750 employees in global revenue operations, achieving 95% email open rate.
- Co-facilitated three-day SAP Global onboarding sessions, optimizing team dynamics, learning and discovery of essential onboarding information within the company.
- Increased leadership trust and employee engagement organizational scores to above average 91%, reflecting strong commitment to communication excellence, team enablement, ethics and best practices.
- Self-started and launched an early Talent Academy creating a business plan supporting new team members with a program designed to assist the development of our sales team and customers.
- Spearheaded integration of Generative AI innovation into training modules, working collaboratively to enhance the sales team's technological, analytical competencies, and strategic capabilities to enhance Business Plan, Customer management and KPI metrics.
- Led in-depth Excel deep dive training sessions, executing, and significantly improving data analysis skills across field operations.

Content Manager

Jan 2021 - Dec 2022

SAP Global Operations | Pittsburgh

Managed development and maintenance of L.A.C.E. resources and promotional sites, ensuring alignment with monthly content releases and sales growth. Oversaw creation and curation of end to end content management processes, enhancing user experience and accessibility. Analyzed user engagement data to inform content strategy and optimize resource utilization. Provided status updates on content creation timelines.

- Established and enforced content governance standards and written documents collaborating with cross-functional team's to ensure consistency and flow of information and quality across platforms in a fast-paced sales environment.
- Worked collaboratively with various stakeholders to exceed customers' expectations through continuous business improvements with a focus on sales strategy, key metrics, and business cadences.

Instructional Design Fellowship

Jan 2020 - Dec 2021

SAP Global Health & Wellness Team | Pittsburgh

Crafted health and wellness programs training process to enhance employee well-being by working collaboratively across all levels of the Global Health organization. Created engaging and interactive e-learning modules to support a variety of wellness initiatives. Collaborated with subject matter experts to produce content to address physical, mental, and emotional health topics. Utilized data analytics to assess program effectiveness, quality review, and make data-driven improvements. Conducted workshops and webinars to promote healthy lifestyles and foster a culture of wellness. Adapted training materials for diverse audiences, ensuring accessibility and inclusivity. Evaluated feedback to refine and optimize learning experiences continuously.

- The net promoter score evaluation process achieved a 95% customer satisfaction score, reflecting the quality and impact of eLearning materials on employee engagement.
- Planned, led initiatives, and realized CE&X employee engagement score of 86% on average with SAP overall.
- Facilitated global mental health awareness sessions, reaching 500 staff per month, and fostering supportive company culture.

Knowledge & Process Specialist

Jan 2018 - Dec 2020

SAP Ariba Customer Experience & Excellence | Pittsburgh

Created training materials, including videos and guides, to facilitate deployment and adoption of customer information within SAP Ariba customer value origination. Assembled and maintained a global SharePoint customer repository,

ensuring accurate and accessible data for network of hundreds of customers and partners. Enhanced organizational knowledge sharing and process optimization through the creation of user-friendly documentation and support tools.

- Internal Process, Independently developed a set of instructional videos and guides, working collaboratively to significantly improve knowledge transfer and tool adoption across 1700-member organization.
- Constructed and curated global SharePoint repository and used MS Office to monitor and streamline access to discover critical customer and partner information.

Continuous Improvement Coordinator

Jan 2013 - Dec 2018

SAP Ariba Global Operations | Pittsburgh

Managed back-end operations data, ensuring accuracy in sales reporting and SAP contract management. Created comprehensive user guides, including FAQ sections, to support employee training and development. Streamlined data management practices and key metrics to improve overall operational efficiency.

- Developed and conducted Promise to Delivery (PtD) training for employees, enhancing communication and understanding of SAP 'solutions, optimizing strategy and operational processes.
- Designed and deployed user-friendly guides and FAQ pages, increasing resource accessibility, and reducing staff onboarding time.
- Enhanced data accuracy in sales reports, SAP Products, SAP contracts, and SAP 'software ensuring more reliable business operations, clear decision-making, and process improvement.

Core Skills

♦, Project Management, ♦, Communication & Written Skills, ♦, Facilitation & Presentation Skills, ♦, Microsoft Office Suite Power Point, ♦, Team Development & Strategy, ♦, Instructional Design & e-learning, ♦, Organizational Development, ♦ Performance Management ♦ CRM ♦, Performance Improvements ♦, Learning and Development

Education

Franklin University

Master of Science | Instructional Design and eLearning

Chatham University

Master of Arts | Teaching History and Math

University of Pittsburgh

Bachelor of Arts | History