JEREMY SMOLA

LEARNING STRATEGY | PERFORMANCE CONSULTING | AI-ENHANCED LEARNING
PROGRAM OWNERSHIP | LEARNING EXPERIENCE DESIGN | EXECUTIVE PARTNERSHIP

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ABOUT

Learning and enablement strategist with 15+ years of experience turning complex products, shifting priorities, and ambiguous business needs into practical learning that improves readiness and performance. Partner with senior Product, Sales, and Customer Success leaders to diagnose performance gaps, align solutions to clear business outcomes, and own programs from strategy through design, delivery, reinforcement, and evaluation. Experienced building learning from the ground up in fast-changing technical environments, including onboarding, certification, product education, scenario-based learning, performance support, sales and partner enablement, and leadership development. Use learner feedback, performance signals, stakeholder input, and program data to measure impact, refine solutions, and decide what should change next. Apply ChatGPT, Claude, Gemini, Copilot, and other AI tools to research, synthesize, structure, draft, prototype, and accelerate development while applying human judgment to accuracy, relevance, and final quality. Brings deep experience in consultative partnership, instructional design, program management, facilitation, learning technology, measurement, and translating complexity into clear, confident performance.

EXPERIENCE

Basis / Education & Development Strategist *2025 – Present*

- Own learning programs end to end with senior Product and Customer Success leaders, from discovery through evaluation.
- Diagnose performance gaps and turn ambiguous business needs into clear, measurable learning strategies.
- Build learning from source content and SMEs across instructor-led, virtual, digital, scenario, and assessment formats.
- Create product learning, job aids, facilitator guides, and reinforcement resources for evolving SaaS capabilities.
- Use AI for research, synthesis, drafting, scenarios, prototyping, and feedback analysis while validating every output.
- Support broader AI capability-building through applied learning, practical use cases, and participation on the AI Enablement Council.

Epsilon / Sales Enablement Specialist *2022 – 2025*

- Owned the 90-day seller onboarding program, aligning learning milestones, resources, manager check-ins, and readiness.
- Built quarterly certification programs for 400+ sellers across 11 product lines, achieving 100% participation and completion.
- Created a centralized enablement hub from concept through launch, including 100+ interactive learning assets.
- Designed learning across eLearning, video, simulations, walkthroughs, assessments, job aids, and performance support.
- Partnered with Product, Sales, Marketing, and SMEs to turn product changes and field needs into scalable learning.
- Co-led Allego selection and rollout, introducing AI coaching, role plays, simulations, and assessments for sellers.

Google / Training Lead, Platforms & Ecosystems *2016 – 2020*

- Helped develop and launch Android Academy, a global partner training and certification program.
- Designed technical learning across instructor-led, virtual, digital, and train-the-trainer formats for distributed audiences.
- Partnered across Android, ChromeOS, Google Workspace, and Google Cloud teams to deliver enablement for global partners.
- Translated complex platform capabilities into clear, practical learning for sales, partner, and technical audiences.
- Led training professionals and external partners while maintaining quality across large-scale learning initiatives.
- Delivered global partner workshops, field coaching, and ongoing support to strengthen product readiness and practical application.

T-Mobile / Regional Business Development & Training Lead *2015 – 2016*

- Designed and delivered field-based product, process, and sales learning across a multi-market region.
- Built readiness and certification programs that strengthened product knowledge, consultative selling, and execution.
- Used learner feedback, field observations, and CRM insights to identify performance gaps and improve readiness.
- Coached sellers through field observation and reinforcement to strengthen product positioning and customer conversations.

BlackBerry / Enterprise Partner Trainer *2011 – 2015*

- Designed technical product learning for enterprise customers, partners, and customer-facing sales teams.
- Built certified trainer networks and reusable resources to scale consistent learning across partner organizations.
- Served as a technical SME during enterprise deployments, partnering with IT leaders to drive MDM adoption.
- Reinforced partner readiness through coaching, product demonstrations, and just-in-time technical resources.