

James Bright

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Professional Summary

Sales Enablement and Learning & Development professional with experience designing and delivering onboarding, enablement programs, and self-serve learning for distributed sales teams. Proven ability to lead cross-functional teams, build leadership and technical capability, and translate business strategy into high-impact learning solutions. Known for driving measurable performance improvements and leveraging AI-enabled workflows while maintaining instructional rigor.

Key Skills & Competencies

Sales Enablement | Learning & Development | Onboarding and Ramp Programs | Instructor and Virtual Instructor Lead | Leadership Development | Curriculum Architecture | Instructional Design (ADDIE, SAM) | Program Evaluation | AI-Enabled Learning Design | Sales Soft Skills | Change Enablement & Adoption Strategy (Applied, Enterprise Contexts)

Professional Experience

T-Mobile — Senior Instructional Designer

June 2025 – Current

- Led sales enablement initiatives supporting Enterprise, Strategic, SMB, and SLED sellers, focused on onboarding, readiness, and time-to-productivity.
- Designed sales onboarding and enablement programs aligned to selling motions, product adoption, and seller confidence, accelerating time-to-productivity.
- Increased Enterprise and Strategic New Hire NPS by more than 20 points and raised graduation pass rates from the 50s to the 90s through redesigned curriculum, assessments, and instructional flow.
- Served as lead designer for Go-To-Market adoption and enablement, developing web-based training, micro-learning, job aids, and AI-supported practice scenarios for seller readiness.
- Partnered with Sales, Product, and Operations teams to enable seller adoption of tools, processes, and workflows through targeted training and performance support.

Engaging Training Solutions — Lead Instructional Designer

March 2022 – May 2025

- Designed enterprise eLearning for FDA drug quality inspectors supporting CGMP compliance and inspection readiness.
- Led needs analyses, learning roadmaps, and end-to-end course development supporting organizational adoption in regulated environments.
- Leveraged AI-assisted workflows to accelerate storyboarding, scenario development, and iteration while maintaining regulatory rigor.
- Used learner feedback and performance data to drive continuous improvement.

HIPAA Exams, Inc. — Director of Technical Design and Learning Programs

September 2017 – March 2022

- Directed the end-to-end redesign of 45 certification programs and a custom LMS, owning content lifecycle, quality standards, and learner experience.
- Established design standards, workflows, and quality controls to ensure regulatory accuracy, credentialing alignment, and consistent learner experience.
- Partnered with business leadership to align learning initiatives with organizational goals, customer needs, and evolving compliance requirements.
- Modernized course interactivity and learning architecture, increasing customer satisfaction by 50% and course completion rates by 35%.
- Provided program oversight, prioritization, and delivery accountability across multiple concurrent initiatives.

Verizon Wireless — Senior Sales Trainer

September 2011 – January 2016

- Facilitated live and virtual enablement sessions for sales teams and leaders, supporting onboarding and ongoing skill development.
- Developed leadership development and succession-focused programs, contributing to a 20% reduction in turnover.
- Launched Verizon's first hybrid virtual New Hire program, reducing onboarding time and generating \$1M in annual cost savings.

Education

Master of Business Administration (Human Resources) — Magna Cum Laude
Keller School of Management

Bachelor of Arts, English (Creative Writing Minor) — Magna Cum Laude
Colorado State University–Pueblo

Certifications

AI-Powered Instructional Design Professional - LearnWorlds
Storyline 508 Accessibility (2024) — Think Big, Learn Smart
eLearning Instructional Design Certificate (2022) — ATD
Articulate Storyline Certificate (2020) — ATD

Tools & Technology

Instructional Design: Articulate 360 (Storyline, Rise), Lectora, Adobe Captivate
Multimedia: Camtasia, Vyond, Canva, Adobe Creative Cloud, Synthesia
AI-Enabled Design: Enterprise ChatGPT, Microsoft Copilot
Collaboration & Delivery: Microsoft 365, LMS Platforms, SCORM/xAPI, Webex, Salesforce