

ALISA BOLANDER, MA, PMP

Sandy, UT | [LinkedIn Profile](#)

LEARNING STRATEGY AND DEVELOPMENT LEADER

Strategic thinker and people leader with 20+ years in learning and development, instructional design leadership, and talent strategy in highly regulated environments. Recognized for translating business needs into innovative learning experiences that drive behavioral change and support enterprise outcomes.

- **Strategic Learning Design & Evaluation (Kirkpatrick Certified):** Twenty years leading end-to-end learning programs at more than 50 Fortune 500 companies. Data-driven learning needs analysis through design, development, and Kirkpatrick evaluation & ROI. Earned A+ grade evaluation by external Kirkpatrick Partners for Amex global coaching curriculum design.
- **Regulatory & Compliance :** Twenty years of creating learning programs in highly regulated environments: American Express call centers, Discover Card & Network Operations, AIG, Deutsche Bank, and others.
- **Curriculum Governance, Quality Standards, & Learning Technology:** Owned new hire curriculum and created design quality standards in over 25 markets and 18 languages, governance for global human and talent curriculum, instructional design mentor/instructor. Proficient in Articulate 360 suite, Adobe suite, variety of proprietary technologies. Microsoft Certified in Gernative AI for Learning Professionals. University Technical Writing faculty and QA specialist.
- **Program & Project Management (PMP certified since 2012):** Expert in both agile and waterfall (ADDIE). Managed 18 client relationships per year, grossing \$1.5 million, consistently coming in at cascaded target of 90% of budget for six years and was the top-grossing project manager. Managed \$4.5 million international blended learning program, \$2-3 million B2B digital marketing development.
- **People Leader & Manager:** Over seven years experience leading teams of up to 14 direct reports and cross-functional team members: designers, programmers, SMEs, and creative professionals; I led the largest studio team in my orgnaization to earn the Brandon Hall Gold Award in custom content and curriculum design.

"Alisa is a top-rated performer with great enthusiasm and expertise in learning and leadership development, an experienced and outstanding learning experience designer and facilitator."

*Richard Coco, AMEX Director
Enterprise Leadership and Learning*

AREAS OF EXPERTISE

- Leadership Development SME
- Program and Project Management PMP Certified
- Designing Innovative Learning Experiences
- Building Strategic Partnerships
- Adult Learning SME and Kirkpatrick Certified
- Master Facilitator
- Leadership and Talent Development Strategies
- Process Excellence/Process Improvement

Professional Experience

2013 to Present • AMERICAN EXPRESS • Salt Lake City, UT

American Express is a global payment and travel company with over 65,000 employees. Our mission is to offer unique financial and travel-related products and services to aid in the aspirations of consumers and businesses around the world.

2019 to Present: Manager, Enterprise Leadership & Learning

- Designed scalable data-driven learning strategies targeting talent development and leadership behavior shifts and colleague experience results, linking programs directly to business outcomes.
- Governed and advised global learning teams on instructional design best practices and compliance integration.
- Promoted inside role August 2021; Colleague Network Lead 2020-2023

2017 to 2019: Leadership Development Design PMO Lead & Master Facilitator

Developed and led Design Project Management Office, covering workstreams for coaching, leadership skills development, talent exchange, career development, and colleague enrichment.

- Developed instructional design philosophy and practice, implemented Kirkpatrick blended evaluation plan, agile project management approaches. Mentored senior leaders, designers, content specialists in strategic and technical approach to leadership learning experience projects
- Leadership subject-matter expert; developed measurable, effective virtual, face-to-face and electronic adaptive and mobile learning experiences
- Mentored and trained leadership development facilitators, facilitated over 180 hours of leadership skills workshops annually

2013 to 2017: Project Manager & Sr. Instructional Designer

Recruited to American Express to serve as learning project strategist and manager over 80% of call-servicing corporate curriculum, consisting of new-hire and digital servicing for call centers in over 25 countries and in over 18 languages.

- Led the development of curriculum for five completely new international markets and call centers, created viable new methods driving an increase of 12% in net promoter scores, contributing to JD Power Award for customer service
- Led and contributed to a variety of successful strategic initiatives and test-kitchen projects, including mobile learning, adaptive learning, agile project management models, pre-assessment/competency-based training, product innovation

2012 to 2013 • MRM//McCANN ERICKSON • Salt Lake City, UT

MRM//McCann is a first-in-class digital marketing and creative agency. They believe in relationships powering everything they do, while creatively balancing the emotional with the rational to bring their clients' brands to life.

Sr. Technical Project Manager

Recruited as Senior Manager over Verizon account, coordinating marketing strategists, creative professionals, experience planners, data analysts, account representatives, to develop first-in-class brand management and digital advertising.

- Conducted and authored business strategy and competitor analysis reports
- Created project plans and estimates for multi-million-dollar annual advertising and digital experiences, created contracts
- Led teams of project managers who in turn managed cross-functional resources for website, digital and print advertisement

2004 to 2012 • ALLEN COMM • Salt Lake City, UT

AllenComm is a digital learning agency that creates custom training programs for Fortune 500 companies. They help large companies work better by transforming their content into performance-based learning experiences.

Manager of Learning Experience Strategy, Design, & Development

Learning Strategist and Project Management Leader for Fortune 500 clients, topping the gross revenue stream in the company for six years and leading a team of 14 cross-functional professionals while serving as strategic client account partner.

- Managed over \$1.4 million per year, over 53 projects annually across 18 high-profile clients such as AIG, Discover Card, eBay
- Consulted C-level officials, conducted thorough learning and training needs analyses to develop effective learning transformation and performance improvement recommendations, resulting in 40% of all company bookings
- Led in agile and ADDIE project management models, achieved project completion routinely at cascaded goal of 90% budget

2001 to 2010 • BRIGHAM YOUNG UNIVERSITY • Provo and Salt Lake City, UT

Brigham Young University is a private research university classified as a doctoral university with high research activity, more selective admissions, and first-tier academic programs.

Academic Research and Writing Faculty, Technical & Business Communication, Faculty Mentor

Education, Professional Certifications & Honors

Certified Project Management Professional (PMP) (2012 – current)

Certified Kirkpatrick Four Levels of Learning Evaluation® Practitioner (2019)

Certified Master Facilitator (2018)

Certified Myers-Briggs MBTI Practitioner (2022)

Certified Totally Responsible Person (TRP) Facilitator (2022)

Winner of the Brandon Hall Gold Award for Custom Content

Microsoft Certified in Generative AI for Learning Professionals & Human Skills for Gen AI (2025)

Master of Arts & Bachelor of Arts in English, Summa Cum Laude – Brigham Young University