

# JOSE BASURTO VAN OORDT

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## EXECUTIVE SUMMARY

Innovative Strategic **Learning & Development Leader** with 10+ years of experience designing, leading, and implementing enterprise-wide training programs in **financial services, payments, and B2B environments**. Proven track record of driving compliance, operational efficiency, and workforce engagement through innovative learning strategies, instructional design, and cross-functional collaboration. Adept in **LMS optimization, eLearning development (Articulate, Captivate, Adobe Creative Suite)**, and building **new L&D programs from the ground up**, including change management and measurement frameworks. Trusted partner to senior executives with strong executive presence, facilitation expertise, and ability to influence strategy across complex, matrixed organizations. Bilingual in English and Spanish.

## CORE COMPETENCIES

• Learning Strategy & Innovation • Instructional Design & eLearning (Storyline, Rise 360, Captivate) • Compliance & Regulatory Training • Leadership & Talent Development • Stakeholder Engagement & Executive Collaboration • Program Design, Delivery & Measurement • Adobe Creative Suite (Photoshop, Illustrator, Premiere) • Change Management & Performance Consulting • Learning Management Systems (Cornerstone, Canvas, Moodle)

## PROFESSIONAL HISTORY

|                                                        |                         |
|--------------------------------------------------------|-------------------------|
| <b>Populus Financial Group</b>                         | Irving, TX              |
| <b>Senior Manager, Learning and Talent Development</b> | November 2020 – Present |

- Advanced and executed enterprise learning strategies aligned with compliance, risk mitigation, and organizational priorities.
- Partnered with HR, Compliance, and Communications leaders to deploy learning initiatives with seamless change management.
- Increased compliance through streamlined Cornerstone LMS reporting and database optimization, ensuring regulatory alignment.
- Designed and implemented training programs using structured needs analysis and measurable performance outcomes.
- Led and developed high-performing L&D teams to deliver impactful training across multiple business units.

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|-----------------------------------------|------------------------------|
| <b>Mercedes-Benz Financial Services</b> | Fort Worth, TX               |
| <b>Training Lead (contractor)</b>       | December 2019 – October 2020 |

- Reduced Designed and deployed an enterprise-wide training strategy for the new Collections System (U.S./Canada), reducing rollout time and increasing adoption.
- Collaborated with IT, vendors, and operations to align training with business and technical requirements.
- Developed scalable training materials and facilitated workshops to enhance operational efficiency.
- Diagnosed performance gaps through data analysis and created targeted training solutions.

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## **Campero USA Corp.**

Dallas, TX

### **Senior Manager, Learning & Talent Development**

April 2019 – November 2019

- Directed training delivery through eLearning, workshops, and seminars across 800+ retail locations.
- Streamlined rollout of skills development, marketing initiatives, and new store onboarding.
- Led training strategy for 120+ new store openings in corporate and franchise operations.
- Improved cost efficiency through strategic allocation of resources while maintaining high-quality program delivery.

## **JCPenney**

Plano, TX

### **Senior Consultant/ Manager, Learning & Talent Development**

September 2016 – April 2019

- Managed the Instructional Design team to deliver enterprise-wide learning assets and leadership programs.
- Developed and launched leadership development initiatives to strengthen management capabilities.
- Evaluated performance and engagement data to design targeted interventions.
- Partnered with senior leaders to align talent development with business goals and key KPIs.

## **Rent-A-Center**

Plano, TX

### **Senior Instructional Designer and Developer**

October 2013 – September 2016

- Designed engaging eLearning and instructor-led content using Articulate Storyline, Rise, Captivate, Adobe Creative Suite.
- Modernized training programs using ADDIE and SAM methodologies to increase effectiveness.
- Improved accessibility and engagement by localizing materials into Spanish for global workforce.
- Partnered with analysts to track metrics and measure program effectiveness.

## **Irving ISD**

Plano, TX

### **Program Manager, Curriculum Developer, Educator**

August 2003 – October 2013

- Created impactful online and ILT training programs leveraging instructional design and adult learning principles.
- Directed faculty, media developers, and designers to deliver innovative digital learning experiences.
- Leveraged data and learner feedback to continuously improve curriculum quality and delivery.
- Provided strategic guidance on instructional design and facilitation to senior faculty.

## **EDUCATION & CERTIFICATIONS**

### **MIT, Professional Education**

Online Program

Data Leadership Certificate

### **University of Dallas, Satish & Yasmin Gupta College of Business**

Irving, TX

Master of Business Administration, Corporate Finance Concentration

### **Lamar University, College of Education and Human Development**

Beaumont, TX

Educational Leadership Principal Certification

### **Texas Wesleyan University, School of Education**

Fort Worth, TX

Master's in Education Teacher Certification