

MELODY PIERCE, MA

Saco, ME • (207) 899-8011 • melodyhpierce@gmail.com • [Linkedin.com/in/melodyhpierce](https://www.linkedin.com/in/melodyhpierce)

AREAS OF EXPERTISE

Organizational Development
Leadership Development
Talent Development
Change Management
Culture Transformation
Team Development & Coaching
Employee Engagement Strategy
Performance Management
Learning & Development Strategy
Curriculum Design & Development
E-Learning Design & Delivery
Instructional Design
Corporate Training Programs
Learning Technology Adoption
Blended & Asynchronous Learning
Strategic Planning
Project Management
Business Development
ROI & Impact Analysis
Continuous Improvement
Financial Management
Sales & Operations Leadership
Stakeholder Engagement
Executive Facilitation & Coaching

DIRECTOR OF ORGANIZATIONAL LEARNING & DEVELOPMENT

ORGANIZATIONAL DEVELOPMENT | L&D STRATEGIST | TALENT EMPOWERMENT

Dynamic and innovative Senior Learning Partner with over a decade of progressive experience driving organizational growth and talent development within the telecommunications sector.

Expert in designing and implementing comprehensive leadership programs, spearheading strategic initiatives, and fostering a culture of continuous learning and development. Proven track record in transforming leadership capabilities, enhancing team performance, and aligning learning strategies with business objectives. Skilled in leveraging cutting-edge e-learning tools and methodologies, cross-functional collaboration, and ROI-driven program management. Instrumental in organizational restructuring, talent management, and developing high-impact learning solutions. Recognized for exceptional leadership, communication skills, and commitment to organizational excellence.

- **Leadership Transformation:** Spearheaded 'Building Enterprise Leadership' cohort-based virtual experiential program at UScellular, generating an estimated ROI of over \$27.4m annually and significantly enhancing leadership presence and cross-functional collaboration.
- **Innovative Learning Solutions:** Authored and implemented enterprise-wide change leadership program 'Lead Forward', providing leaders with the critical skills needed to navigate organizational change. The program incorporated multiple modalities, including cutting-edge e-learning courses using Articulate Storyline, self-reflection activities to build personal resilience, AI simulations to enhance coaching skills, and team-building activities to drive productivity.
- **Cultural and Organizational Impact:** Selected to serve as a reverse mentor to the Chief People Officer, offering strategic guidance on real-time organizational challenges. Facilitate candid dialogue around culture, leadership effectiveness, and enterprise transformation, contributing to people-centered innovation.

PROFESSIONAL EXPERIENCE

USCELLULAR • Portland, ME • 2012 – Present

Senior Learning Partner, Enterprise & Leadership Solutions (2022 – Present)

Direct the design and delivery of leadership development programs by assessing enterprise leadership needs across 4,800 associates. Identify developmental opportunities and create tailored interventions using best-in-class learning and development methodologies, leadership models, and performance evaluation strategies. Lead organizational development initiatives, including a high-impact change leadership program designed to equip leaders with the skills to navigate uncertainty and inspire their teams during organizational change. With a focus on adaptive leadership, the program enables leaders to have courageous conversations, foster strong relationships, and embrace change as an opportunity for growth. Govern and facilitate 'Building Enterprise Leadership,' an experiential development program solving real-world business challenges with innovative solutions through cross-functional collaboration. Lead communications and rebranding initiatives for the internal leadership development platform, crafting the enterprise leadership point of view, and engaging associates with leadership insights and strategies.

- Generated an estimated ROI of over \$27.4m annually through the development and ownership of the 'Building Enterprise Leadership' program, fostering cross-functional collaboration and leadership presence.
- Developed and implemented the "Lead Forward" change leadership initiative with a focus on e-learning (Articulate Storyline, Rise 360, and LMS), simulations, infographics, self-assessment, and team building.
- Lead the Community Engagement initiative for the National Board of Veterans and Associates Leading Organizational Results (VALOR) Associate Resource Group, fostering community involvement and organizational visibility.
- Orchestrated and led curriculum development across various learning mediums, increasing training engagement by 22%, aligning with business and talent development objectives.

Agent Development Manager (2021 – 2022)

Managed a portfolio of agent owners in Maine and New Hampshire, driving business performance and meeting organizational goals. Established and maintained strong relationships with agent owners, imparting best practices and fostering trust. Conducted regular assessments and interventions to ensure compliance with contractual requirements and business standards. Developed and implemented Mutual Action Plans to foster agent ownership, enhancing business results, and monitoring progress through regular monthly reviews. Collaborated cross-functionally in agency mergers and acquisitions, optimizing distribution networks and improving operational efficiency. Provided leadership and guidance in the adoption of learning technology platforms, tailoring solutions to diverse departmental needs.

- Facilitated the acquisition and merger of five agencies, integrating strategically aligned business partners, creating synergy, thereby boosting overall business performance.
- Designed and facilitated leadership development programs for territory agencies, significantly improving their leadership skills and business acumen.
- Led the development and implementation of strategic sales roadmaps, leveraging predictive analytics to achieve systematic sales increases across the region.

Team Building
& DevelopmentM&A
ManagementProcess
OptimizationStrategic
Partnerships***Area Sales Manager (2014 – 2021)***

Led regional sales and operations for 15 Sales Managers and 65 associates across 9 retail stores, overseeing \$31M in annual revenue. Executed strategic sales planning, HR management, training and development, fiscal planning, and budgeting. Drove new business development, CRM, public relations, marketing, channel strategies, and financial modeling. Spearheaded comprehensive training programs and talent management for staff, fostering leadership and professional growth. Served as project lead and program designer for a new enterprise sales management onboarding program, delivering a consistent method to onboard 260 sales leaders.

- Conceptualized and enforced a new enterprise management onboarding curriculum, reducing training costs by over \$106K annually and earning the Continuous Improvement Cross-Functional Award and Leadership Excellence Circle Award in 2020, along with the Bronze for Best Sales Leadership Development Program from the Brandon Hall Group in 2021.
- Led the overhaul of the enterprise retail wireless sales consultant onboarding program as a subject matter expert, enhancing curriculum and extending training to 12 weeks, resulting in a Continuous Improvement Finalist recognition in 2019 and a Dynamic Excellence Award in 2018.
- Achieved a subscriber base growth of 7% within the first 2 years through focused training and community engagement.
- Reduced turnover to the lowest level nationwide at 20.2% through effective mentoring and leadership training.
- Exceeded yearly sales and profitability quotas by 110%+, establishing a reputation as a national top performer.

Performance Management Consultant (2012 – 2014)

Acted as a consultant to the Director of Sales, contributing to strategy and performance across the Northeast territory. Led the development and facilitation of instructor-led sales seminars, reinforcing training programs, and conducting field inspections to ensure effective implementation. Collaborated with the Performance Management team to develop a comprehensive training platform, effectively serving the training needs of 4,800 sales associates. Assessed associate behavior and key performance indicators in the field, driving process improvements and optimizing customer engagement experiences.

- Delivered enterprise-level training on customer engagement to the entire organization, reaching approximately 5K associates.
- Recognized for agility and effectiveness across 25 store locations in the Northeast region, improving team performance by 14%.
- Delivered field-based coaching with an emphasis on effective sales leadership skills to deliver superior sales results.

AT&T MOBILITY • Portland, ME • 2007 – 2012***Retail Sales and Operations Manager III (2009 – 2012)***

Steered the opening and development of a state-of-the-art interactive retail store, building the customer base from the ground up in a challenging retail environment. Recruited and assembled a team of high-performing individuals, fostering a culture of learning and coaching. Managed store operations including strategic planning, sales and marketing initiatives, HR, fiscal budgeting, payroll management, and CRM. Emphasized a strong focus on both consumer and small to midsize business sectors, ensuring tailored marketing and service strategies. Oversaw inventory management, maintaining strict control and minimizing shrinkage.

- Exceeded Customer Acquisition goal at 115%, demonstrating exceptional capability in acquiring new customers/accounts, securing recognition as a 2011 AT&T Summit Winner for top 2% enterprise-wide performance.
- Surpassed existing Customer Opportunity goal at 117% and achieved a customer satisfaction score of 100%, showcasing effective engagement of the existing customer base to grow business results.

- Fostered an engaged and motivated workforce, evidenced by a 100% Leader Engagement Index and a Leader Retention Effectiveness score of 4.9 against a goal of 4.2.
- Delivered field-based coaching with an emphasis on sales skills to deliver superior customer experience.

Floating Retail Sales and Operations Manager (2007 – 2009)

Served as an assistant to the Area Sales Manager, focusing on training and development across New England for both existing and new store managers. Played a key role in the opening and operational design of four new stores, ensuring smooth transitions and effective management. Developed and implemented a comprehensive development program for assistant store managers, enhancing leadership and operational skills. Provided interim leadership coverage in various stores, managing performance objectives, CRM, and company targets during managerial absences.

- Championed a regional project management initiative, creating development opportunities for assistant store managers.
- Collaborated in the onboarding and training of new store managers, improving store operational efficiency by 16%.
- Made a lasting positive impact on store leaders, with 30% choosing to follow to the next professional opportunity, reflecting strong leadership and mentorship capabilities.

EARLY CAREER: Sales Management Trainer | Store Manager | Keyholder (Senior Retail Associate) — AT&T

EDUCATION

MA in Organizational Management, Specialization: Organizational Leadership | The University of Arizona Global Campus
BBA, Concentration in Human Resource Management | Southern New Hampshire University

CERTIFICATIONS

Learning & Development: Creating a Culture of Learning (Skillsoft) | Data-Driven Learning Design (LinkedIn) | Practical Success Metrics in Your Training Program (LinkedIn) | Setting and Managing Realistic Expectations for L&D (LinkedIn) | The Future of Workplace Learning (LinkedIn) | What You Need to Know to Get Started with Your Training Program (LinkedIn) | Organizational Learning and Development (LinkedIn) | Measuring Learning Effectiveness (LinkedIn)

Instructional Design: Agile Instructional Design (LinkedIn) | Become an Instructional Designer (LinkedIn) | eLearning Essentials: Storyboarding (LinkedIn) | Instructional Design: Adult Learners (LinkedIn) | Instructional Design: Creating Video Training (LinkedIn) | Instructional Design: Working with SMEs (LinkedIn) | Instructional Design Essentials: Models of ID (LinkedIn) | Instructional Design: Needs Analysis (LinkedIn)

Leadership & Management: Expert Insights on Setting and Managing Priorities (Skillsoft) | Leading through Setting and Managing Priorities (Skillsoft) | Building a Trustworthy Reputation (LinkedIn) | Leading through Inspiration (Skillsoft) | Motivating Your Team to Learn (LinkedIn) | Strength under Pressure: Building Perseverance and Resilience (Skillsoft)

Communication Skills: Own Your Voice: Improve Presentations and Executive Presence (LinkedIn) | Building Web Pages (Skillsoft)

TECHNICAL SKILLS

E-Learning & Content Creation: Articulate, Rise 360, Canva, LMS | **CRM & Sales Management:** SalesNOW, SharePoint | **Enterprise Software:** Enterprise Software Applications, M2M Technologies | **Collaboration & Communication Tools:** Google Suite, Zoom

AWARDS

Key Leader Award | Leadership Excellence Circle Award | Dynamic Excellence Award

VOLUNTEER CONTRIBUTIONS

VP of Finance for The Association of Talent and Development (ATD) Maine

"The raw ability to drive business and create urgency on her team is an absolute strength of Melody's. Melody was consistently able to bring calm during chaos, but also could provide some chaos if there was calm in order for her team to not grow complacent – specifically in driving results." — **Matt K., Director of Sales, UScellular**

"Melody took on a lot of new experiences this year - new leader, new team, new structure and new role. With all of these new experiences, Melody stepped up and demonstrated a level of professional maturity, courage and fearlessness that you don't often see. Through her leadership, Melody's team has been one of the most consistent in terms of growth and advancement. Melody's ability to see varying perspectives, ground herself in the challenges of the issue and become an advocate for whatever group she is supporting is truly a gift. Her ability to find a path to success even in the most challenging of conversations is impressive." — **Tabatha M., Area Vice President UScellular**