



Ryan Parish, M.Ed.

DIRECTOR, LEARNING AND DEVELOPMENT

Profile

A strategic, growth-driven leader, instructional designer, and storytelling professional with 15 years of training, organizational development, and eLearning experience who empowers employees to navigate challenges, hone their skills, and build high-performing teams at work.

Employment History

LX Growth Director, GP Strategies

2023 – PRESENT

- Develops and sells Learning Experience solutions for commercial clients in the US and Canada
- Helps clients find root causes and cost-effective learning interventions for their pressing business problems
- Drove \$400K in sales in first 4 months in role, projected to hit \$2M/year

Manager of Digital Learning, Cracker Barrel, Lebanon, TN

2021 – 2023

- Led and developed team of 7 Instructional Designers, 3D Artists, Full-Stack Developers, and LMS coordinators to build digital learning solutions for over 70K employees.
- Revamped New Hire training to improve efficacy and reduce "job-shock" turnover by replacing an eLearning-first model with a Skill-Trainer led job immersion program, resulting in significant reductions in turnover, improvements in early performance, and over \$800K/year in ongoing cost savings.
- Oversaw learning content strategy and design for all Cracker Barrel eLearning solutions.
- Implemented robust xAPI-based learning data frameworks to demystify relationship between training and on-the-job performance.
- Built web applications (using Articulate Storyline, JavaScript, and PHP) to integrate training systems with enterprise applications, simplify compliance reporting, and automate non-value added processes.
- Developed targeted learning interventions for existing staff to improve efficiency and address performance gaps.
- Built Cracker Barrel Arcade-- an xAPI based game platform to reinforce critical skills and promote friendly competition between stores. With features like leader boards, a customizable jukebox, and Easter Eggs sprinkled throughout, this was an employee favorite.

Manager, Instructional Design and Systems, MAPCO Express, Franklin, TN

2017 – 2021

- Saved over \$350K/year by bringing Instructional Design and operational process documentation in-house, improving process accuracy and reducing turnaround times
- Equipped team with in-house video production and editing capabilities by training colleagues on how to shoot and edit video, and by building a video knowledge base
- Built and established first formal Performance Management process in company history

Details

256-468-7678

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Links

[LinkedIn](#)

[Portfolio](#)

Skills

Instructional Design

Artificial Intelligence

Learning Strategies

Leadership

Program Management

Change Management

Organizational Development

Articulate Storyline

xAPI

Revenue Growth

Business Development

Adobe Premiere Pro

Camtasia

Audacity

Adobe Illustrator

Adobe Photoshop

HTML/CSS/JavaScript

Adobe After Effects

Adobe InDesign

API Development

Business Process Improvement

Root Cause Analysis

HRIS Technologies

- Transitioned onboarding from a computer based learning model to a blended approach with guided on-the-job training, just-in-time eLearning interventions, and performance support
- Implemented xAPI to investigate the relationship between learning and performance
- Produced eLearning, job aids, performance support materials, videos, and tutorials to help team members learn how to perform and excel at their jobs

HR Manager, Training and Development, Quorum Health, Brentwood, TN

2015 – 2017

- Built and launched root-cause learning strategy for healthcare consultants and corporate staff
- Redesigned orientation as immersive cultural experience, replacing policy-heavy presentations with dynamic conversations with veteran employees and simulation-based activities
- Developed onboarding tool to drive new employee engagement and retention through regular conversations and interventions with managers and new hires
- Created large repository of training and facilitation materials, job aids, eLearning modules, videos, instructor-led courses, workbooks, and conversation guides to empower employees to achieve performance excellence

CEO and Lead Designer, Inception Labs, Nashville, TN

2013 – 2015

- Built interactive eLearning experiences for large, multi-system healthcare organizations including Baylor, Scott and White, HCA, and Seton Healthcare Family
- Conducted live and virtual workshops for instructional designers at Fortune 500 companies like Voya Financial and Dollar General
- Developed and filmed a Udemy course on Articulate Storyline currently serving as a resource for over 750 students from around the world
- Created and developed an advanced behavioral skills model to optimize eLearning effectiveness by predicting learner tendencies and leveraging them to customize the content a learner receives in “choose-your-own-adventure” style video simulations that were compatible with traditional LMS systems

HR Generalist II, OD&T, Calsonic Kansei North America, Shelbyville, TN

2012 – 2013

Customer Training (Creative), Apple Inc., Huntsville, AL

2010 – 2012

Education

M.Ed, Organizational Leadership, Belmont University, Nashville, TN

Bachelor of Liberal Studies, Bowling Green State University, Bowling Green, OH

Courses

Leading Strategic Growth, Columbia Business School

SEPTEMBER 2021 – OCTOBER 2021