

Leonard A. Williams, MBA

Vision-driven "L & D Specialist"

CONTACT

Address

Butler, NJ

Phone

908 487 0979

Email

leonardwilliams19@gmail.com

LinkedIn

[Lenny A. Williams](#)

EDUCATION

Master of Business Administration in Marketing

New Jersey City University / 2014

Bachelor of Arts in Management

New Jersey City University / 2008

EXPERTISE

- Training Needs Identification (TNI)
- Executive Coaching/Consulting
- Program Development & Evaluation
- Education & Technology Integration
- Synchronous & Asynchronous Learning
- User/Learner Experience Design
- Measuring Training Effectiveness
- Design Thinking
- Artificial Intelligence (GPT-3)
- Thinkific, BuddyBoss, Wordpress & Oracle
- Microsoft Office & Adobe Suite

SUMMARY

- Collaborative and results-driven Educator and Learning & Development Specialist with the ability to balance strategic decisions – resulting in strong ROI, employee, executive, and stakeholder experience.
- Expertise includes implementing artificial intelligence, integrating information technology and training, evaluating the skill gaps and identifying training needs, devising training strategies, designing training programs, and driving change to achieve predefined business objectives.
- Valued for having strong expertise in instructional design using ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model and evaluating learning intervention and measuring effectiveness of learning.
- Organized and detail-oriented L&D consultant, adept at arranging and organizing student educational/training activities; specialized in addressing learner issues, developing and implementing new academic programs, evaluating students' feedback through dashboards, and measuring learner's success.

EXPERIENCE

Co-founder/Learning and Development Strategist

Trill or Not Trill Institute / Linden, NJ / Mar 2015 – Present

Core Focus: Led and managed multiple client engagements for this culturally responsive leadership firm focused on delivering strategic advisory to colleges, universities, and organizations with a specialization in curriculum development, artificial intelligence, leadership development, learning & development programs, professional development workshops, and DEI Action Plans. Successfully acquired and serviced reputed clients including **Twitter, Madison Square Garden, JP Morgan Chase, National Society of Leadership and Success, Iowa State University, UCLA, University of Kentucky, Columbia University, Yale University, Florida International University, Citibank, Nike, and more.**

- Collaborated and delivered leadership programs, webinars, curriculum development, digital marketing, and consultation services since 2016, generating over **\$590,000 in total revenue.**
- Lead the prospecting and acquisition of key partnerships with target clients, cultivating strong relationships with colleges, universities, and corporate entities by providing tailored and impactful L&D consultation services.
- Created **124 training programs** that used behavior topics related to Communications, Behavioral Science, Leadership and Management Training

AWARDS

Regional Community Service award Winner

Boys & Girls Club

Creator of Lenny A. Williams Annual Scholarship

Union County College

Entrepreneur of The Year

Union County, NJ

NSLS Excellence in Teaching Award

PUBLICATIONS

- ACBSP, How One Business School Used the Covid-19 Crisis to Keep Students Engaged While Practicing Social Distancing
- Trill or Not Trill Books: [We Wear Kicks to Work: When Pop Culture Meets Leadership and Education](#)

LECTURES AND PRESENTATIONS

UCLA | Presence | NFL Players Association | Mass Appeal | University of Kentucky | University of Maryland | Rutgers University | Yale University | Iowa State University | Syracuse University | Columbia University | St. John's University | Seton Hall University | University of Missouri | Florida International University | Muhlenberg University | Monmouth University | New Jersey Institute of Technology | Pace University | | Kutztown University | Southern New Hampshire University | Coastal Carolina University | Tennessee State University | University of San Diego | University of Wisconsin | Miami Dade College | School of Visual Arts | University of Illinois | University of Utah

- Developed infrastructures around custom diversity and inclusion initiatives and programs for clients to successfully increase retention percentages, including implementing culturally responsive leadership events for students, staff, and executives
- Collaborated and licensed DEI.AI, an **AI-Powered virtual assistant**, to help promote and scale diversity, equity, and inclusion for executives and corporations.
- Pioneered the development and implementation of Trill or Not Trill career center, an online platform that trains, attracts and recruits top student leaders nationwide for internship and career opportunities.
- Spearheaded the evaluation and revamping of the National Society of Leadership and Success Curriculum, up for accreditation and review by one million members.
- Created and launched Pop Up University, a live educational series listed on multiple social media platforms for adult-learners. **Featured guests included: Jay Harris (ESPN), Joy Taylor (FoxSports), Earn Your Leisure, Nike, Converse, Cold Stone, ABC, MTV, and more.**
- Designed and implemented the [At-Home Virtual educational platform](#) at The Georgia Aquarium for K-12 students and Title 1 Schools aligned to Georgia Standard of Excellence (GSE) and Next Generation Science Standards (NGSS).

Assistant to the Dean for Enrollment Management

New Jersey City University - School of Business, Jersey City / NJ / Jul 2015 – Present

- Provided consultation, guidance, and professional leadership in the advisement of program, initiatives, and strategies. Helped develop and implement ambitious, multi-faceted marketing plans to achieve enrollment.
- Evaluated and improved enrollment services through digital marketing strategies, learning and development initiatives, and **tracking CRM through an Oracle-based program which increased campus enrollments by 55%.**
- Increased enrollment and generated \$391,650 in revenue as of 2021, successfully implementing six articulation agreements with high schools and community colleges.
- Researched and identified data sources for instructional material development and additional information needed for instructor and participant materials.
- Enhanced career development and placement opportunities for both undergraduate and graduate students by creating a Finance Institute powered by Morgan Stanley.
- In partnership with the Office of Student Leadership created an honor society using the L&D platform Mighty Networks to provide leadership development, synchronous & asynchronous learning, training, education and community engagement to 260 students.
- Ideated and managed a program called "The Alternative Classroom," in which 97 students visited formed collaborative learning groups with employees at BuzzFeed, Twitter, Madison Square Garden, Fox5, and Sirius XM.

Sr. Admissions Counselor

New Jersey City University / Feb 2011 – Jul 2015

- Ensured over 1,200 students annually are advised in-person and digitally through the University CRM platform GothicNet powered by **Oracle**.
- Expanded the application pool by implementing an online fee waiver, saving the University over \$5,200 per year in processing fees.
- Launched the NJCU's (School of Business) honors program in 2015, encompassing co-curriculums, study abroad opportunities, internship placement and community service.
- Monitored campus-level metrics related to retention, attendance, and completion outcomes to meet the campus and organizational objective.

Adjunct Professor

New Jersey City University, Jersey City, NJ Sep 2014 – Present

Jilin Huaqiao University Jilin Province, China / Oct 2018 – Jun 2019

Hudson Community College / Jersey City, NJ / Jan 2015 – May 2016

Brookdale Community College / Lincroft, NJ / Jan 2015 – May 2016

Delivery Method: Instructor-Led, E-Learning, Blended, Hybrid, Virtual Classroom (Zoom and Teams), and Gamification

Courses Taught: Principles of Management, Principles of Marketing, Consumer Behavior, Social Media Marketing, E-Commerce, Organizational Theory and Practice, Mind Your Own Business, Introduction to Entrepreneurship, Leadership, Diversity & Inclusion Best Practices

Courses Developed: MGMT 221 MYOB: Mind Your Own Business

Conceptualized, developed and implemented MGMT 221 course which provides students with the concepts and tools to assess, discover and unlock the potential for seeing opportunity, and to translate the opportunity or idea into a business. Further, this course helps students explore what skills, knowledge and behaviors are useful to the entrepreneur and engage in community-based research.