

TROY J. GROSS

LEARNING TRANSFORMATION & EXPERIENCE EVANGELIST

Product Transformation leader with **20+ years** designing and deploying digital learning experiences across Fortune 100 enterprises. I build psychologically safe teams, drive user-centered design, and deliver end-to-end solutions that exceed goals at every lifecycle stage — from concept to launch. Big 4 consulting pedigree meets human-centered creative vision.

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20+

YEARS OF LEADERSHIP IN CONSULTING

85+

SUCCESSFUL CLIENT PROJECTS

90M+

USERS & LEARNERS IMPACTED WORLDWIDE

150M+

PIECES OF ENGAGING CONTENT CREATED

CORE SKILLS

- Instructional Design Expert
- ADDIE / Adult Learning Expert
- UX / Human-Centered Design Expert
- Portfolio / Prog. Mgmt Expert
- Change Management Expert
- Agile / Scrum Adv
- Data & KPI Analysis Adv
- Figma / Prototyping Adv
- Gen AI / LLM Tools Adv

LEARNING PLATFORMS

- Cornerstone OnDemand
- SAP / SuccessFactors Learning
- Workday Learning
- Degreed / Pathgather
- Thought Industries
- Totara / Saba / EdCast
- ServiceNow / WalkMe
- Oracle Cloud / Taleo
- LinkedIn Learning / Udemy

TOOLBOX

- Articulate 360
- Rise
- Figma
- Adobe CC
- Miro / Mural
- Airtable
- JIRA / Confluence
- Power BI
- Smartsheet
- Monday.com
- HTML5 / CSS
- SQL
- AR / VR
- 3D Print / Blender

MY VALUES

- Authenticity** — bringing my true self to every room
- Empathy** — understanding user and colleague journeys
- Integrity** — doing what's right for my customers
- Learning** — never stop growing, always mentoring
- Ownership** — finish what you start, follow through
- Transparency** — share information, don't hoard it

EDUCATION

- B.A. Visual Communications & Graphic Design**
Brown College, Minneapolis MN · 2004
- Project Management Certification**
University of St. Thomas, Minneapolis MN

NOTABLE CLIENTS

- KPMG · Deloitte · PwC
- Disney · Hilton · Hyatt
- American Express · Capital One · Wells Fargo
- Anadarko · Talen · Devon Energy
- Southern Companies · TVA
- Thought Industries

CERTIFICATIONS

- Cornerstone Learning
- SuccessFactors Learning
- SAP Cloud Learning
- Oracle Taleo Learn
- PeopleSoft HCM/ELM
- Thought Industries
- Adobe Creative Suite
- Totara Learning

CORE COMPETENCIES

- Client-Centric Design**
Passionate about creating positive, user-focused experiences that drive measurable ROI and lasting impact.
- Design Thinking Mastery**
Proven ADDIE, HCD, and agile methodologies to deliver engaging, intuitive, immersive learning experiences.
- Inclusive Leadership**
Foster psychologically safe environments that encourage teams to challenge norms and contribute bold ideas.
- Outcome-Oriented**
Data-driven decision making (DDDM) with KPIs, analytics, and continuous improvement cycles.
- Innovation Engine**
Ideate and iterate from concept to launch — integrating Gen AI, AR/VR, gamification, and microlearning.
- Change Champion**
Drive meaningful change through collaborative, actionable, measurable change readiness programs.

PROFESSIONAL EXPERIENCE

- KPMG** 2020 - 2023
SR. MANAGER, HR IT PORTFOLIO & UX EVANGELIST
 - Led multi-million-dollar SaaS portfolios (HR, learning, experience platforms) — overseeing training strategy, curriculum planning, and rollout for large distributed user populations.
 - Directed cross-functional teams of 10-20 PMs, developers, contractors, and SMEs to produce and implement scalable training programs supporting system deployments and upgrades.
 - Improved user satisfaction scores by **40%** through redesigned learning experiences, job-support materials, and optimized journeys integrated into ServiceNow and other platforms.
 - Applied ADDIE and adult learning principles to design role-based curricula, learning plans, and performance support tools for diverse personas.
 - Extended internal L&D leadership — designed role-based learning paths to standardize consultant onboarding across skills, culture, methodology, and networking; delivered in-person & virtual at the Dallas-based national training center.
 - Contributed to phased succession planning and high-performer programs, strengthening engagement, knowledge sharing, and practice-area cohesion at KPMG and Deloitte.
- TROY.FYI, LLC** 2018 - PRESENT
PRINCIPAL CONSULTANT — DIGITAL TRANSFORMATION & UX EVANGELIST
 - Lead learning and product transformation initiatives — performing detailed learning needs analyses to define curriculum, courses, and performance outcomes for diverse audiences (frontline to leadership).
 - Design and develop end-to-end learning solutions using ADDIE — ILT, VILT, eLearning, micro-learning, gamification, comic books, day-in-the-life videos, tabletop games, and LEGO builds.
 - Partner with SMEs and cross-functional teams to translate workforce needs into structured training modules, assessments, quizzes, scenarios, and simulations.
 - Applied accumulated consulting methodology to design revenue-generating client workshops — accelerating roadmapping, onboarding & upskilling through tabletop gaming, virtual collaboration, and in-person facilitation across nuclear, public sector, fintech & technology clients.
 - Manage concurrent projects in matrixed environments, ensuring quality delivery aligned to business objectives. Clients include Disney, Hilton, American Express, and TVA.
- THOUGHT INDUSTRIES** 2019 - 2020
DIRECTOR OF SOLUTIONS ARCHITECTURE
 - Led the Solutions Architecture team — designing collaborative processes across sales, pre-sales, product, dev, and customer success to address client needs end-to-end.
 - Led client workshops on requirements gathering, agile development, iterative releases, and backlog feature prioritization with marketing, dev, and product teams.
 - Designed high-quality reusable presentations and deliverables for marketing, software customization, customer experience, and technical frameworks.
- DELOITTE** 2015 - 2019
MANAGER / SPECIALIST MASTER, LEARNING SOLUTIONS
 - Managed five full life-cycle learning projects from pre-sales through design, development, implementation, and evaluation — including global rollouts.
 - Designed and developed persona-based learning content: eLearning, workshops, gamified experiences, comics, role plays, and tabletop games to drive engagement and knowledge retention.
 - Led internal L&D SME teams in designing role-based learning paths to standardize onboarding for new managers and consultants — rapidly acclimating them to consulting skills, culture, methodology, and networking — delivered through in-person & virtual sessions at the **Dallas-based national training center**.
 - Earned Change Champion recognition for building cross-firm communities connecting Big 4, clients & software vendors — spanning nuclear, public sector, fintech & technology industries.
 - Mentored consultants on instructional design, facilitation, and project execution — contributing to quality standards across all learning engagements.
- PRICEWATERHOUSECOOPERS (PWC)** 2010 - 2015
SENIOR CONSULTANT, HR ERP & LEARNING SOLUTIONS
 - Led 8+ learning technology projects with \$1M+ clients: system audits, vendor selections, implementations, and training — consistently exceeding results expectations.
 - Designed training plans from gap analysis; delivered Train-the-Trainer workshops for LMS admin and users in a global distributed model.
 - Earned Change Champion recognition for building internal communities connecting consultants, clients & vendors — spreading leading practices in software config, engagement & retention across nuclear, public sector & fintech.
 - Developed governance and strategic roadmaps integrating training milestones, communications, and readiness activities aligned to organizational objectives.

EARLY CAREER HIGHLIGHTS

- NOVON Consulting**
Senior Consultant, Financial Services
2009 - 2011
- GNC Consulting**
Senior Consultant, Learning Services
2007 - 2009
- American Express / Ameriprise**
Sr. Business Systems Analyst · PeopleSoft LMS Admin
2000 - 2007

INDUSTRIES SERVED

- Airlines
- Finance & Banking
- Healthcare & Life Sciences
- Energy & Utilities
- Technology & SaaS
- Nuclear Energy / US Gov't
- Hospitality
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