

Devon Burch

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Summary

Learning and Development Director with 17 years designing, building, and scaling training programs across hospitality, retail, direct sales, SaaS, and nonprofit organizations. Known for bridging the gap between technical complexity and everyday learners, translating the dense and the technical into training that actually lands without making anyone feel like they missed something. Specializes in building centralized training programs from scratch with the flexibility to customize across regions, divisions, and international markets. Covers the full talent development lifecycle, from training recruiters and onboarding new hires through soft and hard skills, leadership development, and succession planning. Has led teams ranging from small cross-functional groups to large international organizations across multiple countries, lifting LMS engagement from below 20% to 90% across 16,000+ global users and reaching 30,000+ employees with compliance and culture programs that stick. Two-time CEO Award recipient, Polaris Star and dual Telly Award winner.

Work Experience

Founder & Program Designer

July 2025 – Present

ROOM TO CARE INC, EULESS WORTH, TX

- Apply instructional design, curriculum development, and learning experience design principles to build scalable training solutions for mission-driven organizations.
- Develop workforce development programs centered on Human Trafficking and Digital Exploitation to enhance organizational capability and awareness.
- Assess stakeholder requirements to implement standardized learning infrastructure that supports geographically dispersed teams.
- Collaborate with subject matter experts to translate technical domain topics into engaging digital learning content.

Independent Learning & Development Consultant

September 2013 – Present

FREELANCE, DALLAS-FORT WORTH, TX

- Developed custom-branded training programs for Konica Minolta, a corporate customer relationship carried over from FilesAnywhere, covering both employee and customer-facing training content.
- Built employee onboarding materials, training manuals, and scripted customer-service roleplay exercises for The Fixi Shop/Harmon Computers, an Apple-authorized repair retailer.
- Provided training consulting for Wellspring Firearms LLC.

- Provide independent learning consulting for organizations including BMS Cat/Blackmon Mooring and Lifespace Senior Living, partnering with business stakeholders to assess capability needs and recommend practical learning solutions.
- Provide ongoing independent consulting to Saladmaster on learning and talent needs.

Digital Talent Development Director

August 2021 – July 2025

G6 HOSPITALITY, CARROLLTON, TX

- Directed enterprise digital learning strategy and creative content production for 30,000+ employees across 1,400+ locations, owning Workday Learning configuration and administration integrated with Workday HRIS.
- Delivered **The Room Next Door** compliance program to 30,000+ employees, reaching a 98% engagement rate through optimized Learning Management Systems delivery.
- Designed and facilitated a recurring 6-week **Summer of Learning** live virtual series to foster leadership development for a fully distributed technical workforce.
- Sustained all training operations and vendor management solo for 6 months post-acquisition, ensuring continuity of organizational development initiatives.
- Partnered with DEI and Culture teams to implement belonging-focused programs that enhanced organizational capability and employee voice.
- Managed enterprise regulatory compliance training, including harassment-prevention and IT/phishing security compliance, tracking completion and effectiveness metrics through the LMS company-wide.

International Sales Training Director | Head of Digital Learning

July 2018 – August 2021

SALADMASTER, FORT WORTH, TX

- Selected, configured, and administered Docebo LMS worldwide end-to-end — including access/payment administration, API/webhook integrations, and integration with Saladmaster's custom CRM — driving global engagement from 20% to 90% across 16,000+ users.
- Implemented 9-Box Talent Review and Succession Planning frameworks, using Predictive Index assessments to identify talent pools, to establish a scalable leadership pipeline across global territories.
- Directed the development of 120+ technical training courses with international teams to bridge organizational capability gaps.
- Led the digital transformation of sales and technical training models during COVID-19, leveraging Performance Analytics to monitor regional readiness.
- Personally created and managed the Direct Seller's Compliance training and certification program; also supported Regal Ware, Saladmaster's manufacturing parent company, with training content for its manufacturing team.
- Used AI-assisted translation with native-speaking subject-matter-expert review to localize training programs into multiple languages for a global, non-English-speaking workforce.

Digital & Creative Training and Marketing Director

June 2015 – July 2018

CASH AMERICA, FORT WORTH, TX

- Co-led eLearning design and development and administered the Learning Management System (LMS), integrated with SuccessFactors, for corporate teams and a national retail footprint.

- Built interactive Articulate Storyline technical training for complex valuation and counterfeit identification, improving organizational technical proficiency.
- Produced company-wide video content and managed vendor relationships to deliver consistent training messages to a geographically dispersed workforce.
- Owned creative marketing and brand execution post-acquisition to support organizational development and change management objectives.
- Built and managed multiple federal regulatory compliance training programs, including firearms compliance and payday/title lending compliance, plus sexual harassment and IT/phishing compliance training, for a national retail workforce.
- Built a new LMS from scratch on WordPress with custom plugins following the First Cash acquisition.

Instructional Design Manager

April 2015 – June 2015

TMX FINANCE, DALLAS-FORT WORTH, TX

- Manage end-to-end instructional design projects to standardize learning infrastructure for a growing, geographically dispersed workforce.
- Assess departmental training needs to implement scalable leadership development initiatives and career pathing frameworks.
- Collaborate with cross-functional stakeholders to align technical workforce development with core engineering and business objectives.
- Implement performance analytics and Cornerstone OnDemand HRIS data integration to evaluate training impact and drive continuous professional growth.

Training & Creative Team Manager

June 2009 – September 2013

FILESANYWHERE, IRVING, TX

- Created and managed all training materials for external customers and corporate clients, focusing on technical training for cloud SaaS solutions.
- Facilitated training sessions for staff on new products, policies, and procedures to ensure workforce readiness and standardized capability.
- Managed a remote development team with hands-on knowledge of app development and API integrations, overseeing project-based vendor management.
- Designed UX/UI and marketing materials for mobile applications, applying user-centered design to learning and marketing collateral.

Apple Trainer | Apple Genius | Visual Merchandising Lead

September 2006 – August 2009

APPLE INC., SOUTHLAKE & FORT WORTH, TX

- Delivered Apple's One to One personalized customer training sessions and led classroom-style workshops, building customer confidence and technical proficiency.
- Served as Apple Genius, diagnosing and repairing devices while troubleshooting directly with customers in real time.
- Led Visual Merchandising for the store in addition to direct sales and customer service responsibilities.

Additional Skills

Strategic L&D & Leadership: Leadership Development, Adult Learning Theory, Career Pathing, Succession Planning, Organizational Development, Change Management, Talent Development, Global & Remote Team Leadership

Learning Technology & LMS: Learning Management Systems (LMS), HRIS Integration (Workday, Cornerstone OnDemand, SuccessFactors), Workday Learning, Docebo, WordPress LMS Development, API/Webhook Integrations, Tableau, Performance Analytics, Echo360, Inkling, LearnWorlds

Instructional Design & Content: Instructional Design (ADDIE), Learning Experience Design (LXD), Articulate Storyline & Rise, Adobe Creative Suite, Adobe Captivate, Curriculum Development, Video & Multimedia Production, Technical Training

Operations & Methodologies: Vendor Management, Budget Management, Cross-Functional Stakeholder Management, 9-Box Talent Review, Predictive Index, Ninety.io (EOS), Gamification, DiSC

Certifications

- Direct Selling Compliance Certification - Saladmaster (2019)

Education

Texas Tech University — Dual-credit coursework toward an Associate's degree in Media/Communications (2004–2006); coursework not completed

Awards & Recognition

- Polaris Star Award (2025) — University of Central Florida, Rosen College of Hospitality Management — “The Room Next Door”
- Silver Telly Award (2025), Hospitality, and People's Gold Telly Award (2025) — “The Room Next Door”
- CEO Award (two consecutive years) — G6 Hospitality, for outstanding contributions to learning culture and strategic initiatives