

LORI ROBINSON

Director of Operations | Learning & Development | Talent Management

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2,000+ employees supported • \$3–5K/mo cost savings via automation • Global Operations & Delivery
55+ client go-lives • 30% reduction in client onboarding time • Company Co-Founder

PROFESSIONAL SUMMARY

Entrepreneurial Director with 20+ years of experience building operational systems, learning programs, and high-performing teams from the ground up. Co-founded and ran a software services company for 12 years before a successful acquisition, then earned three promotions in two years at the acquiring company by stepping into gaps, building what didn't exist, and delivering measurable results. Equally comfortable in the weeds and in the boardroom. I build systems designed to outlast my involvement. Six Sigma Black Belt certified with a 4.0 GPA master's degree in Organizational Leadership.

CORE COMPETENCIES

- Operations Management
- Workforce Enablement
- Project Delivery
- Video-Based Learning
- QA Governance
- Cross-Functional Leadership
- Continuous Improvement
- Learning & Development
- Process Optimization
- Client Onboarding
- LMS Administration
- Performance Metrics & KPIs
- HRIS & Payroll (ADP)
- Six Sigma (Black Belt)
- Talent Management
- Change Management
- Training Design
- Knowledge Base Development
- Succession Planning
- AI-Driven Workflow Automation
- Organizational Leadership

PROFESSIONAL EXPERIENCE

Director of Operations (Project Delivery & Support) | FocusPoint

2022 – Present

Promoted from Payroll & Admin → Project Manager → Senior PM → Director within 18 months of joining post-acquisition

Lead delivery and support operations for 200+ eCommerce clients across hardware, apparel, pharmaceuticals, agriculture, and consumer goods. Coordinate a globally distributed team spanning India, Wales, Turkey, Argentina, Armenia, Palestine, Canada, and the US, supporting clients across North America, Europe, Australia, and Latin America.

- Own all internal policies and procedures company-wide, from task management standards to HR processes like vacation requests, building the operational playbook for a cross-cultural, multi-timezone workforce
- Continuously monitor and rebalance workload across a globally distributed team with siloed skill sets, keeping work evenly distributed across time zones and technical specialties
- Inherited zero documentation; interviewed all stakeholders, mapped every workflow, and built the company's first standardized client onboarding process from scratch
- Designed a customer-led onboarding model with self-serve checklists and online training, cutting live virtual training sessions in half and reducing time-to-go-live
- Automated 95% of support ticket triage via customer-facing categorization, eliminating a third-party Tier 1 support vendor and saving \$3,000–\$5,000 per month
- Guided 55+ successful client go-lives across diverse industries; managed new hire onboarding for all employees companywide

Director of Operations & Co-Founder | Mobile DataSoft Inc

2010 – 2022

Co-Founder; built and scaled operations over 12 years, acquired by FocusPoint in 2022

- Built the company's entire operational infrastructure from scratch: banking, contracts, accounting, government compliance, and vendor relationships
- Designed a contractor onboarding program that reduced time-to-productivity by 30% and implemented QA protocols that cut post-launch defects by 30% within six months
- Participated in client discovery sessions, translating technical capabilities into business requirements and steering product direction
- Led long-term strategy and the acquisition process that brought Mobile DataSoft to FocusPoint in 2022

Training Specialist | J.D. Irving

2007 – 2010

J.D. Irving: one of Canada's largest private companies, 20,000+ employees across 18 business divisions

Supported 2,000+ employees across 18 corporations spanning pulp mills, forestry, retail hardware, office furniture, and newspaper divisions.

- Researched, selected, and implemented a corporate-wide LMS covering safety, WHMIS, compliance, and customer service, adopted enterprise-wide across all divisions
- Led rollout across multiple business units, ensuring regulatory compliance and operational consistency
- Developed training guides, onboarding materials, and knowledge transfer documentation for consistent enterprise-wide delivery

CONSULTING & FEATURED PROJECTS

L&D Consultant | Pine Apparel

2024

Designed and implemented a scalable soft skills training initiative for frontline employees as part of a short-term engagement.

- Delivered a complete, customized learning framework within 20 hours, including monthly learning newsletters, a curated learning request form, and a manager enablement guide
- Created a feedback system and strategic next-steps documentation enabling Pine Apparel to continue expanding the program independently after the engagement

ENTREPRENEURIAL VENTURES

Founder | TrainHumans.com

2025 – Present

- Built an automated content pipeline using Zapier, ClickUp, and AI tools to turn daily Etsy sales data into new product briefs, generated content, and branded PDFs with minimal manual input
- Built the full website on WordPress using Elementor, personally configuring payment processing, subscriptions, newsletters, blog, and WooCommerce plugins for Etsy product syncing
- Integrated Mailchimp automations, Synthesia and CapCut for video production, and ClickUp for task management. The entire business runs with minimal manual input
- Practical demonstration of AI-driven operations: one person running a full business using the same automation principles applied at enterprise scale

EDUCATION

Master of Arts in Organizational Leadership

University of Maine

Bachelor of General Studies

Texas A&M Commerce

Diploma — Computerized Applications and Networking

CompuCollege School of Business (now Eastern College)

CERTIFICATIONS

- **Certified Six Sigma Black Belt (CSSBB)** | Council for Six Sigma Certification
- **Certified Learning & Development Professional** | GSDC
- **Learning & Development Analytics & Metrics Professional** | GSDC
- **AI Certification for L&D** | 360Learning
- **Certified Customer Success Manager (CCSM)** | SuccessHACKER
- **Certified Learning and Development Manager** | Vskills
- **Human Resource Associate Professional Certificate** | HRCI / Coursera
- **Google Project Management Professional Certificate** | Coursera / Google

TECHNICAL SKILLS & TOOLS

HRIS & Payroll: ADP, PeopleSoft, SAP

Project Management: ClickUp, Asana, Freshdesk, Google PM

AI Tools (daily use): Claude, Gemini, ChatGPT, Copilot, Gamma: writing, SOPs, training content, research, process design

Automation: Zapier, Agentic AI workflows

Video & Content Creation: Synthesia, CapCut: training and promotional video production

LMS Platforms: FreshLearn, Skillsoft

Knowledge Management: Notion, Freshdesk, SharePoint

Collaboration & Docs: Microsoft 365, Google Workspace, Lucidchart, Teams, Zoom, Wix, WordPress