LORI ROBINSON

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Director of Operations | Learning & Development | Six Sigma Black Belt

200+ clients • 75+ go-lives • 95% ticket triage automated • $3K to $5K saved monthly • 2,000+ trained

KNOWN FOR

I walk into chaos and leave behind systems that run without me. Three promotions in 18 months at FocusPoint, after 12 years co-founding and running the software company it acquired. Twenty years across operations and learning, with AI built into the daily work.

CORE COMPETENCIES

- Operations Management
- Service Delivery & SLAs
- Process Improvement (Six Sigma)
- Budget & P&L Management
- Performance Metrics & KPIs
- Workflow Automation (AI)
- Learning & Development Strategy
- Training Program Development
- LMS Implementation & Administration
- Change Management
- New Hire Onboarding Design
- Cross-Functional Team Leadership

TECHNOLOGY & TOOLS

AI & Automation: Claude, Google Gemini, Microsoft Copilot, ChatGPT, Zapier, agentic AI workflows
Training & Content: Camtasia, Synthesia, Scribe, CapCut, Vimeo, FreshLearn LMS, Oracle UPK
Project Tools: ClickUp, Asana, Freshdesk, Microsoft 365, Google Workspace, SharePoint, Notion

PROFESSIONAL EXPERIENCE

Director of Project & Support Operations | *FocusPoint, Oviedo, FL* **2022 - Present**

Joined through the 2022 acquisition (HR and payroll); moved to implementations in May 2023, then three promotions in 18 months: Project Manager, Senior PM, Director of Project Delivery, Director of Project & Support Operations

- Lead implementation delivery (20 to 40 customers in project status at once) and the helpdesk for a B2B eCommerce platform integrated with SAP Business One, serving 200+ clients with a team across eight countries
- Led selection of and migration to Freshdesk with a colleague, moving all project and support operations from ClickUp in about two months, with all staff trained and every customer notified
- Designed intake forms and 144 automation rules that route tickets by department, skill, and client, automating 95% of triage and eliminating a third-party Tier 1 vendor ($3,000 to $5,000 per month)
- Redesigned customer onboarding around a Getting Started Guide, recorded training videos and a three-session live training model, cutting meetings per implementation by roughly 70% (from about 40 to about 12, based on a sample of projects)
- Led or coordinated 250+ customer and internal training sessions, onboarded 10+ team members, and wrote core SOPs including the go-live store update, new customer project plan and enterprise SOW framework
- Built a 70-field Implementation Tracker and a Delivery Hub with a 42-step checklist; about 15 implementations reached go-live in 2026, including several stalled since 2021 to 2024
- Launched a client knowledge base of about 300 articles, later translated into six more languages chosen from customer data; in the months after launch, new tickets fell about 9% and break/fix tickets about 26%
- Redesigned weekly support billing to capture full ticket history at close (roughly 5x more invoiceable hours, about 400 more per month), and added compliance reporting that cut weekly billing errors by about two-thirds

- Built team helpdesk dashboards adopted into the company's internal monitoring app; over the same period, on-time first replies rose from 74% to 83%, and I then tightened key resolution targets by up to 40% after confirming the team could still meet them about 94% of the time

Director of Operations & Co-Founder | *Mobile DataSoft Inc* **2010 - 2022**

Co-founded and scaled all business operations over 12 years; acquired by FocusPoint in 2022

- Owned full budget, margin, and staffing across concurrent engagements, including forecasting, P&L, and headcount planning
- Built the entire operational infrastructure from scratch: entity formation, contracts, accounting, government compliance, and vendor relationships
- Designed contractor onboarding that reduced time-to-productivity by 30%; implemented QA protocols that cut post-launch defects by 30% within six months
- Led the full project delivery lifecycle: scoping, resource planning, client communication, and stakeholder management

PROJECTS

Founder & Developer | *TrainHumans.com* **2025 - 2026**

Built a 200+ guide training library and AI content pipeline (Claude, Gemini, ChatGPT, Zapier, ClickUp) as a one-person applied AI project, from curriculum design through production and web delivery.

L&D Consultant | *Pine Apparel* **2024**

Designed a scalable soft skills training initiative for frontline employees; delivered a complete learning framework including monthly newsletters, a learning request system, and a manager enablement guide.

EARLIER CAREER

Training Specialist | *J.D. Irving* **2008 - 2010**

One of Canada's largest private companies, 20,000+ employees across 18 business divisions

- Ran an enterprise-wide needs assessment and implemented Oracle UPK as the corporate LMS, supporting 2,000+ employees in safety, WHMIS, compliance, and regulatory training across all 18 divisions
- Developed the course library, authored the platform user manual, and trained the IT leads at each division to run it

Trainer & L&D Consultant | *Skillsoft* **2002 - 2008**

Progressed from Support Agent to QA Founder to Department Trainer to Services Consultant

- Founded Skillsoft's first tech support QA department and redesigned new hire training, cutting duration from 4 weeks to 3
- Served as dedicated L&D consultant for Skillsoft's client Qwest Communications: ran learning analytics across three platforms, delivered weekly live training across three continents, and built career-aligned learning paths

EDUCATION

Master of Arts, Organizational Leadership | University of Maine at Presque Isle | **4.0 GPA**
Bachelor of General Studies | East Texas A&M University | **4.0 GPA**

CERTIFICATIONS

- Six Sigma Black Belt, Council for Six Sigma Certification
- Certified Instructional Designer, GSDC
- Certified L&D Professional, GSDC
- Google Project Management, Google
- AI Certification for L&D, 360Learning
- Gen AI: Beyond the Chatbot, Google Cloud