



LAURA WIND (LINNAEUS)

LAURAWIND.COM

I'm an EdTech expert who has served various functions in education over the last 15 years across the USA, Sweden, and the UK. From leading project / program management and process optimization for three major educational publishers to running customer success and operations for a Swedish EdTech startup to teaching at two universities and a homeless shelter.

My working style is one driven by curiosity, kindness, inclusiveness, and grit.

CONTACT

CALL

+44 7835 702 403

EMAIL

lauraewind@gmail.com

SUMMARY OF EXPERTISE

Program Management

Managing programs, projects, and portfolios for 10+ years

Process Design

Coaching teams on process as a Lean Six Sigma Black Belt

Learning Design

Serving as Instruction Design Consultant, Teacher/Professor, and Coach

Customer Experience and Success

Leading teams of customer success agents, designing customer journeys

Communication & Presentation

Designing and delivering presentations to executive stakeholders

WORK EXPERIENCE

■ WILEY

APR 2020 - CURRENT
OXFORD, UNITED KINGDOM

Director, Business Process Optimization

- Manage APL Content Portfolio, run DMAIC projects, and visualize projects status for executive stakeholders

■ LOOPS EDUCATION

MAY 2019 - APR 2020
STOCKHOLM, SWEDEN

Head of Operations & Customer Success

Loops Education was initially founded as a software business within Lin Education (below), but carved-out as a separate legal entity in Spring 2019

- Prepared growth plan and developed business model for new entity as a result of M&A
- Ran company operations, including managing the company's project portfolio and implementing process improvements
- Managed a team of customer success agents; designed and executed implementation process for new clients

■ LIN EDUCATION

JUN 2018 - MAY 2019
GOTHENBURG, SWEDEN

Head of Business Development, Software | Jun 2018 - May 2019

- Created an in-depth analysis of potential for product readiness for global expansion
- Improved processes to scale our business, including streamlining internal processes and defining market to order strategy
- Implemented program management methodology and systems across software division to enable better transparency and workflows across Product, Development, Sales, Marketing, Customer Success, and Business Development



WORK EXPERIENCE, CONTINUED

■ MACMILLAN LEARNING

MAR 2012 - JUN 2018
BOSTON, MA, USA

Director of Business Process Improvement (Promotion)

- Developed curriculum (both online and in-person) to support an effort to scale Lean Six Sigma adoption at Macmillan
- Coached new Black Belts and Green Belts and lent process improvement support wherever needed
- Worked with a newly formed team in order to build a Business Process Management (BPM) department, design a project pipeline to collect project ideas and assess them based on alignment to company strategy

Director of Process & Data Standards (Promotion)

- Co-organized Ed Foo conference with Google, US Department of Education, Sesame Workshop, and Scientific American; developed attendee-only website which served to continue discussions beyond the event
- Served as Black Belt on Lean Six Sigma project to create customer-driven method for determining optimal price
- Served on Google for Work Innovation Council to transform processes across Macmillan Learning in order to improve transparency, break down silos, and optimize Google for Work's enterprise product suite

Director, Editorial Programs (Promotion)

- Created professional development series called Macmillan Careers to increase retention and visibility to professional development opportunities across the company and imprints
- Led Macmillan Community roll-out, a space for professors to connect and develop their careers
- Managed Macmillan Learning's intranet roll-out, including configuration, integrations, and roll out
- Coordinated salesforce.com roll-out and requirements gathering for editorial department; ran workshops
- Collaborated with Publishers, Acquisitions Editors, and Editorial Vice Presidents to plan title and list strategies

Instructional Design Consultant for Digital Learning

- Collaborated with instructors to design online learning spaces best suited for their program and pedagogy
- Served as project manager for custom media department; collaborated with media producers, course designers, freelancers, copy-editors, permissions, and sales reps for on-time, on-budget custom media project completion

■ PEARSON LEARNING

MAR 2012 - JUN 2018
BOSTON, MA, USA

Project Manager (Promotion)

- Completed 295 textbooks (165,854 pages) and generated \$16,253,183.88 revenue between Apr. 2011-Feb. 2012
- 199 textbooks (114,613 pages)/ \$12,514,705 of which were within peak season alone (May-August)
- Developed and maintained SharePoint site as a training aid for digitally-rendered document (DRD) department

Quality Assurance Coordinator

- Acted as primary point of contact for all e-book proofreading in the Pearson Learning Solutions imprint
- Ensured DRD mockups followed manuscripts, production instructions, and pagination layout exactly



IN THE COMMUNITY

PROFESSIONAL MEMBERSHIPS

- Harvard Digital Publishing Collaborative**, Co-Chair and Podcaster 2017-2018
- Bookbuilders of Boston**, Board Member & Officer 2012-2015

TEACHING

- Rosie's Place**, Volunteer Teacher (ESOL, Writing) 2015-2016
- Northeastern University**, Adjunct Professor 3006: College English Workshop 2012
- University of Rhode Island**, Adjunct Professor & Teaching Assistant (Literature, Women's Studies) 2008-2009

SPEAKING

- EU Commission of EdTech Experts** **Brussels, Belgium**
- "On Social Learning" April 2019
- Keynote Speaker, Perkins School for the Blind | Girls' Weekend** **Watertown, MA, USA**
- "Making SMART Goals to Achieve Your Dreams" April 2016
- Speaker, Harvard Digital Publishing Collaborative** **Cambridge, MA, USA**
- "Networking in the Publishing Industry" August 2015
- Panelist, Career Colloquium at University of Rhode Island Graduate School** **Kingston, RI, USA**
- "How to Get Your Foot into the Publishing Industry Door" March 2015
- Panelist, Roger Williams University Career Colloquium** **Bristol, RI, USA**
- "Life After a Humanities Degree: On Building your Skills Set" October 2015
- Speaker, Digital Publishing Summit, Innovation Enterprise** **New York, NY, USA**
- "Future of Educational Publishing" July 2014

TECHNICAL SUMMARY

- Experienced in several **Learning Management Systems** and have certification in e-Learning from Northeastern University
- Skilled in **training/development tools**, such as building courses in Captivate and tracking using Cornerstone
- Proficient in **project management/scheduling tools** including JIRA/Confluence, SharePoint, MS Project, Trello, and others
- Experienced in **statistical analysis** using Excel, Google sheets, Minitab, Tableau and R (programming language)
- Practiced with **formatting and design** using InDesign, the Microsoft Office suite, the Google suite, and others

CONTACT

EDUCATION

MASTER OF ARTS

English Literature
University of Rhode Island
2010

lauracwind@gmail.com

BACHELOR OF ARTS

English Literature, French
Roger Williams University
Magna Cum Laude | 2008

LANGUAGES

- English (Native)
- Swedish - Intermediate (B1)
- French - Intermediate (minor in university)