

Freddie Diaz Batista

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PROFILE

Results-driven professional with 20+ years of experience in Corporate, State and Local Government agencies traditional and eLearning education, pioneer in eLearning analyzing, designing, developing, implementing, delivering, and evaluating curriculum and courses to transform professionals into top-performing employees.

CORE COMPETENCIES			
<ul style="list-style-type: none"> ▪ Adult Learning Principles ▪ Instructional Design ▪ Instructional Design Models ▪ Instructional Technologies ▪ ADDIE / Rapid Prototyping ▪ Web-based Training (WBT) ▪ Instructor-Led Training (ILT) ▪ Virtual ILT (vILT) ▪ Blended/Hybrid Learning 	<ul style="list-style-type: none"> ▪ Learning Management Sys ▪ eLearning Development ▪ mLearning Development ▪ Content Development ▪ Technical Training ▪ Technical Writing ▪ Information Systems ▪ Technical Support ▪ Systems Administration 	<ul style="list-style-type: none"> ▪ Project Management ▪ Web Design ▪ Graphic Design ▪ Multimedia Design ▪ Interactive Design ▪ Audio Editing and Production ▪ Video Editing and Production 	<ul style="list-style-type: none"> ▪ User Interface Design (UX) ▪ Bilingual Content Dev ▪ Bilingual Facilitation ▪ Bilingual Translation ▪ Blogging / Vlogging ▪ Public Speech ▪ Social Media Platforms ▪ Search Engine Optimization

TECHNICAL SKILLS			
<u>EXPERT / ADVANCED</u>		<u>WORKING KNOWLEDGE</u>	
<ul style="list-style-type: none"> ▪ Adobe Captivate ▪ Adobe Photoshop ▪ Adobe Illustrator ▪ Adobe Dreamweaver ▪ Adobe Fireworks ▪ Adobe Acrobat Pro ▪ Adobe Audition ▪ Adobe Premiere ▪ Adobe Captivate ▪ Adobe Presenter ▪ Microsoft Office ▪ Moodle ▪ Blender 	<ul style="list-style-type: none"> ▪ Articulate Storyline 2 ▪ Articulate Quizmaker ▪ Articulate Engage ▪ TechSmith Camtasia ▪ TechSmith SnagIT ▪ SCORM ▪ AICC/TinCan ▪ Adobe Connect ▪ Cisco WebEx ▪ Citrix GoToTraining ▪ Citrix GoToMeeting ▪ Microsoft SKYPE ▪ Google+ Hangouts 	<ul style="list-style-type: none"> ▪ Adobe Flash ▪ Adobe InDesign ▪ Adobe Edge Animate ▪ Adobe Muse ▪ Microsoft Project ▪ Microsoft SharePoint ▪ Blackboard ▪ JoomlaLMS ▪ Cornerstone ▪ eFront ▪ ePath Learning ▪ SharePoint LMS 	<ul style="list-style-type: none"> ▪ Professional Photography ▪ Professional Videography ▪ Bilingual Voice Talent ▪ Prezi ▪ HTML ▪ XML ▪ CSS ▪ JavaScript ▪ ActionScript ▪ MySQL

EDUCATION

Doctorate of Education (EdD), North Central University 2016-Present

MPS Executive Management, Saint Thomas University
 AS Fire Science, Florida Medical Training Institute
 Instructional System Designer, University of Indiana
 Bloomington
 Online Teaching Learning Systems, Saint Thomas
 University

BS Organizational Leadership, Saint Thomas University
 Level A and B Instructor, City College
 Fire Instructor III, Bureau of Fire Standards & Training

PROFESSIONAL EXPERIENCE

- Director of eLearning & Business Development for the largest Direct to Consumer Company in the United States.
- Cofounder of Great LearningWorks subsidiary company of Great HealthWorks Inc.
- Designed and Created XLearning Management System and XL Virtual Classroom both proprietary platforms for Great LearningWorks.
- VP of Distance Learning for the largest Military Education Facility in the United States.
- Technical Information Specialist for (FEMA) Federal Emergency Management Agency Urban Search and Rescue Task Force 2
- Fire Engineering SME in eLearning in the Fire Service FDIC 2015 and 2016
- Lead emergency medical service Instructor trained over 2000 Paramedics and EMT's
- Public Safety Management Instructor for leaders in Public Safety
- In debt knowledge of web based training and computer based technology development and implementation across different eLearning platforms.
- Developed and managed several custom Learning Management Systems for several private and government institutions and organizations.
- Designed graphical illustrations for major eLearning websites
- Provided preferred layout and template design in the development of courses
- Excellent communications and organizational skills with (SME) subject matter experts
- eLearning Management Developer for the creation of Blender (LMS) Learning Management System currently being utilized by Broward and Palm Beach County School Board (BEEP).

Director of eLearning and Business Development/ Instructional Designer, GreatHealthWorks/Great LearningWorks Inc.

2013-2018

I am the Director of eLearning and business development for the largest direct to Consumer Company in the United States. I was one of the Co-founders of Great LearningWorks a subsidiary company of Great HealthWorks. I designed and implemented our own proprietary Learning Management System, XLearning as well as our proprietary virtual classroom called XL Virtual. I also designed our new GLW Ondemand eLearning site launching in Q3 2016 with over 1000 eLearning OnDemand courses. I head up a team of PHP developers, Instructional Designers and Instructional Content Developers. We have created over 2000 courses with curriculum's, handouts and content development from eLearning levels 1-3. We have designed micro learning and interactive gamification for today learning/learner environment targeting the millennial workforce.

Public Safety Content Specialist/Instructional System Designer, SRG Technology Inc.

2010-2012

I was the Designer, Developer and Instructional System Designer for the Public Safety division of the Learning Management System, Blender. This platform provides training in a cost-effective way by maximizing training opportunities and minimizing time spent away from protecting the public for Public Safety Agencies. This LMS allows Instructors and command staff to adapt lessons in real-time. Blender™ Public Safety allows appropriate information to be provided quickly and accurately by enabling public safety agencies to build, create, link and maintain a flexible, state-of-the-art curriculum while aligning instructional plans, content and assessment to national, state or local learning objectives and standards.

Senior VP of Distance Learning Education, Special Operations Instructor, Safety Solutions Incorporated, Boynton Beach, Florida (2005-2011)

Serves and manages, operates and controls the online e-learning operation and educational program development of both blended and online courses via the web portal FireServiceTraining.com, FDCrossfit.com, EMSoNDemand.com and Florida-Elearning.com. I also serve as an instructor in all of the Special operations programs for both local and Federal Government agencies both FEMA and Military.

Online Education Coordinator/Instructional Designer, Florida Medical Training Institute/Florida Fire Training Institute, Coral Springs, Florida (2000-2008)

Online Education Coordinator, which directed all e-learning training to over 2000 EMT and Paramedic students. Was directly responsible for the development and certification by the State of Florida Department of Education for the AS degree program at Florida Medical Training Institute.

Technical Information Specialist, Florida Task Force 2 (FEMA) Federal Emergency Management Agency City of Miami, Florida (1998-2011)

I was responsible for documenting, tracking, and retrieving all pertinent information for the Task Force during incident operations. I also setup all technical communications and computer systems during emergency deployments. One of the major accomplishments was the creation of web based communication during the 9-11 incidents for communications back to our HQ in Miami, Florida. Serves and manages, operates and controls the computer based communication for emergency deployments as well as the online eLearning operation and educational program development of both blended and online courses via the web portal www.FLTF2.com

PROFESSIONAL AFFILIATIONS

- Broward Community College Corporate Training Advisory Board Member
- Southeastern Medical Academy Advisory Board Member
- Association for Talent Development, ATD
- Fire Engineering FDIC Subject Matter Expert/Speaker on Learning Management Systems
- eLearning Brothers article contributor
- CRMXchange article contributor

FREDDIE BATISTA

PROFILE

FREDDIE BATISTA has been a passionate firefighter for over 22 years. He has held numerous positions in the Fire Service. These positions have included Lieutenant, Training Officer, and Rescue Crew Chief. He has been on several teams such as FEMA Task Force 2, Technical Rescue Operations, and the FTLD Dive Rescue Marine Unit. Throughout his career, he became a revolutionary Training and Development Expert with over 20 years of experience in hands-on and Online Training. He has trained over 2000 EMT, Firefighters and Paramedics in both fire and emergency medicine. His undergraduate studies included a Bachelor's Degree in Organizational Leadership with an Associate's Degree in Fire Science Technology. He has a Master's degree in Executive Management with a minor in Instructional System Design. He is currently pursuing his Doctorate Degree in Education, with a specialization in eLearning. Freddie has pioneered the adaptation of open-source Learning Management Systems and eLearning environments for Corporate, State and Local Government Agencies.

In 2009, Mr. Batista played an important role in the development and design of a new and innovative eLearning platform, FireServiceTraining.com. This platform created a single point of access for training, communication, collaboration, and professional development within the fire-rescue community. This platform centralized an agency's curriculum while aligning instructional plans, content, and assessments with national, state and local learning objectives and standards. This system, in conjunction with this state of the art LMS (Learning Management System) and full content library, delivered over 1000 courses just by clicking the mouse. In February of 2011, Mr. Batista signed a strategic partnership with one of the largest magazine publishers in the fire and rescue division, Cygnus Publishing/Fire House Magazine, as the sole provider of his learning management system which they called MyFireHouseTraining.com.

Mr. Batista has received several awards and commendations for his achievements in Fire Rescue Services and Instructional Technology. He was a Level III Certified Instructor that taught the following courses: High Angle Rescue, Confined Space Operations, Trench Rescue, Structural Shoring and Collapse, Concrete Cutting and Breaching Vehicle Extrication, Bus Extrication and Heavy Extrication. Mr. Batista is a State Certified Firefighter, Paramedic, Fire Officer I and Fire Instructor III. He has also held instructor certifications in American Heart Association's ACLS, PALS, PHTLS, BLS, and AMLS. Mr. Batista also served with the Federal Emergency Management Agency on South Florida Urban Search and Rescue Task Force 2, where he served as a Technical Information Specialist. Mr. Batista played an important role during the deployment of 9/11 for the collapse of the Twin Towers. His role was to create and develop a website for communications and collaboration between family and the members of the US&R Team (FLTF2.com).

In January 2011 Freddie underwent surgery at the University of Miami for the removal of a stage 2 Oligodendrogliomas where he underwent chemo therapy for over a year. He returned back to shift eight months later and was forced to fight through another battle of adversity. In September 2011, he was put on administrative leave without pay with Fort Lauderdale Fire Rescue, pending an investigation of an American Heart Association Course he had taught off duty to 5 of his colleagues at Safety Solutions. He was approved to instruct this certification since the start of his career at Florida Medical Training Institute back in December of 2000. The administrative leave did not stop Freddie from pursuing the love and passion he had for training. He currently holds the position of Director of eLearning & Business Development for one of the largest direct to consumer companies in the United States.

Since his arrival there in 2013, he cofounded one of the company's most productive subsidiaries. Freddie has designed and created the Learning Management System, and Virtual Classroom, which are now the primary systems used for training and development within the company. He has brought in clients such as Better Business Bureau, House of Protection, and Click Safety which is the largest OSHA Training provider in the United States. He currently writes online articles and speaks about online education in the Fire Industry for the Largest Fire Rescue Instructor Conference in the US, known as the Fire Department Instructor Conference (FDIC), where the most respected and revered instructors are invited to speak and educate the fire rescue community.

Additionally, Freddie is more than just an outstanding professional. He is also a great family man and an active participant in his community. He currently coaches the Coral Springs Little League Tee Ball Team, Baseball Team and also donates his time and talents to many of the City of Coral Springs youth sporting teams, numerous charity events, and other community associations.

PROFESSIONAL EXPERIENCE

DIRECTOR OF ELEARNING & BUSINESS DEVELOPMENT FOR THE LARGEST DIRECT TO CONSUMER COMPANY IN THE UNITED STATES.

CO-FOUNDER OF A SUCCESSFUL SUBSIDIARY COMPANY OF THE LARGEST DIRECT TO CONSUMER COMPANY IN THE UNITED STATES

DESIGNED AND CREATED A LEARNING MANAGEMENT SYSTEM AND VIRTUAL CLASSROOM, BOTH PROPRIETARY PLATFORMS

VP OF DISTANCE LEARNING FOR THE LARGEST MILITARY EDUCATION FACILITY IN THE UNITED STATES.

TECHNICAL INFORMATION SPECIALIST FOR (FEMA) FEDERAL EMERGENCY MANAGEMENT AGENCY, URBAN SEARCH AND RESCUE TASK FORCE 2

FIRE ENGINEERING SME IN ELEARNING IN THE FIRE SERVICE FDIC 2015 AND 2016

LEAD EMERGENCY MEDICAL SERVICE INSTRUCTOR TRAINED OVER 2000 PARAMEDICS AND EMT'S

PUBLIC SAFETY MANAGEMENT INSTRUCTOR FOR LEADERS IN PUBLIC SAFETY

IN DEPTH KNOWLEDGE OF WEB BASED TRAINING AND COMPUTER BASED TECHNOLOGY DEVELOPMENT AND IMPLEMENTATION ACROSS DIFFERENT ELEARNING PLATFORMS.

DEVELOPED AND MANAGED SEVERAL CUSTOM LEARNING MANAGEMENT SYSTEMS FOR SEVERAL PRIVATE AND GOVERNMENT INSTITUTIONS AND ORGANIZATIONS.

DESIGNED GRAPHICAL ILLUSTRATIONS FOR MAJOR ELEARNING WEBSITES

DESIGNED A PROGRAM FOR HOUSE OF PROTECTION ON FLORIDA DESIGNER DRUGS FOR THE BROWARD COUNTY SCHOOL SYSTEM 2016

PROVIDED PREFERRED LAYOUT AND TEMPLATE DESIGN IN THE DEVELOPMENT OF COURSES

EDUCATION

DOCTORATE OF EDUCATION (EDD), NORTH CENTRAL UNIVERSITY 2016-PRESENT

MPS EXECUTIVE MANAGEMENT, SAINT THOMAS UNIVERSITY

BS ORGANIZATIONAL LEADERSHIP, SAINT THOMAS UNIVERSITY

AS FIRE SCIENCE, FLORIDA MEDICAL TRAINING

FIRE INSTRUCTOR III, BUREAU OF FIRE STANDARDS & TRAINING

LEVEL A AND B INSTRUCTOR, CITY COLLEGE

ONLINE TEACHING LEARNING SYSTEMS, SAINT THOMAS UNIVERSITY

INSTRUCTIONAL SYSTEM DESIGNER, UNIVERSITY OF INDIANA AT BLOOMINGTON

AWARDS

Fort Lauderdale Fire Rescue Unit Citation for Acting Lieutenant on Engine 8 for field save of a burning victim by securing the airway 2010

Fort Lauderdale Fire Rescue Medical Director Coin of Excellence Nominated by EMS Chief 2010

Fort Lauderdale Fire Rescue Unit Citation for operating the Fire Boat Vessel on the Largest Boat Fire in department history saving the life of 15 firefighters within the structure 2009

Florida Association of EMS Educators (FAEMSE) Continuing Education Instructor of the Year 2008

Florida Medical Training Institute EMS Instructor of the Quarter 2008

Florida Medical Training Institute EMS Instructor of the Month 2005

Fort Lauderdale Fire Rescue Ocean Rescue Commendation 2002, 2003

Fort Lauderdale Fire Rescue Advanced Cardiac Field Save 2003, 2005, 2007

Fort Lauderdale Fire Rescue Certificate of Achievement for Medical Emergency 2007

Fort Lauderdale Fire Rescue Commendation for Heavy Vehicle Extrication 2005, 2010

Fort Lauderdale Fire Rescue Heavy Surf Drowning Commendation Rescue 2000, 2002, 2003, 2007

Fort Lauderdale Fire Rescue Employee of the Month 2004 for field save of a cardiac patient

Fort Lauderdale Fire Rescue Unit Citation 2004

Broward County Paramedic of the Year 1998

Coral Springs Fire Department Certificate of Emergency Excellence 1997

Coral Springs Fire Department Firefighter of the Month 1995

PROFESSIONAL AFFILIATIONS

International Association of Firefighters IAFF

Broward Community College Corporate Training Advisory Board Member

Southeastern Medical Academy Advisory Board Member

Association for Talent Development (ATD)

Fire Engineering FDIC Subject Matter Expert/Speaker on eLearning and Learning Management Systems

Fire Engineering Magazine article contributor

eLearning Brothers article contributor

CRMXchange article contributor