

## FERNANDO A. SENIOR, PH.D.

Phone: (813) 321-5440 • El Palto 3035, Block 28. Dept.33 • Viña del Mar, Chile  
[www.fernandosenior.com](http://www.fernandosenior.com) • [fernando@fernandosenior.com](mailto:fernando@fernandosenior.com) • Skype: fsenior1

---

### QUALIFICATIONS SUMMARY

---

Imaginative and results driven Training and Development professional with 26 years of practical international experience in the analysis, design, development, evaluation and implementation of training and developmental interventions in academic, business and non-profit environments.

Key strengths include:

- Listening skills
- Strategic and innovative thinking
- Instructional design
- Coaching and mentoring
- Staff/Faculty development
- Competency-based learning
- Project management
- Virtual team collaboration & facilitation
- E-learning
- 100% bilingual/bicultural (English/Spanish)

---

### EDUCATION

---

Ph.D. Educational Psychology, University of Illinois at Urbana-Champaign. 1992

M.S. Instructional Technology, Rochester Institute of Technology, Rochester, NY. 1982

B.A. Psychology. University of Puerto Rico, Mayagüez, PR. 1981

Languages: English & Spanish. 100% fluency.

US Citizen

---

### PROFESSIONAL EXPERIENCE

---

#### **Fernando Senior Consulting**

August 1992 - Present

Training & Development Consultant: USA, Mexico, Chile

Provide consulting services and support in the design, development and implementation of technology-supported learning solutions at private, public and non-profit organizations.

Sample clients include:

- .decimal ([www.dotdecimal.com](http://www.dotdecimal.com)) medical manufacturing, Sanford, FL.
- Jones International University ([www.jiu.edu](http://www.jiu.edu)), Centennial, Colorado.
- University of Guadalajara, University of Guanajuato and the Technical Institute of Monterrey, Mexico.
- TPC Business Consulting ([www.theparadigmagate.com](http://www.theparadigmagate.com)), Monterrey, Mexico.
- Bancomer and Assemex-Banpais Banks. Mexico.
- Save the Children, Mexico.

#### **Florida Advance Technology Education Center**

August 2005-March 2007

Hillsborough Community College. Tampa, FL

Responsible for developing learning strategies, resources and solutions for a National Science Foundation Center for Manufacturing Education. *See sample products:* <http://www.fernandosenior.com/Cases05.html>

**Verizon Information Services** May 2003-March 2005  
Training & Development Consultant (Virtual)  
Worked with training managers in three Latin American countries (Puerto Rico, Dominican Republic and Costa Rica) to promote the adoption of best practices across countries and to enhance the quality of their sales training program in coordination with the International Training Manager in the US.

**Capella University** January 2003-December 2003  
Core virtual graduate faculty-Instructional Design for Online Learning.

**Capella Education Company** May 2001-December 2002  
Department of Learning Strategies Minneapolis, MN  
Lead Instructional Designer- Assisted faculty at a distance with the design and development of learner-centered and outcome-based graduate-level courses. Participated in a self-appointed three-member academic team that conceived and redesigned Capella's MBA program.

**University of Minnesota** January 2000-May 2001  
Department of Distance Education Minneapolis, MN  
As principal Instructional Designer, directed the design of online courses for the College of Continuing Education, conducted faculty development workshops and implemented benchmarks for instructional quality. *Listen to testimonials:* <http://www.fernandosenior.com/Cases08-carlson.html>

**Universidad Nacional Autónoma de México** January 1996-August 1998  
Consultant to the Vice-President for Administration. Mexico City, MX  
Assisted the Vice-President with strategic learning initiatives, such as the development of the first competency-based-training program for staff, funded by the Interamerican Development Bank.

**The Pennsylvania State University** August 1988-June 1992  
School of Education, Office of the Dean State College, PA  
Instructional Development Specialist. Served as internal consultant to faculty, conceptualizing and implementing a course improvement initiative in the College of Education.

---

## SERVICE & TEACHING

---

**Executive Vice President** - The International Board of Standards for Training, Performance and Instruction ([www.ibstpi.org](http://www.ibstpi.org)).

**Faculty** (b-learning). Master's in Competency-Based Education. Universidad de Talca. Santiago, Chile.

**Faculty** (virtual). Certificate in distance education. Regional Cooperation Center for Adult Education in Latin America and the Caribbean (CREFAL- [www.crefal.edu.mx](http://www.crefal.edu.mx)).

**Creator & Facilitator** – The Mindful Eye, contemplative photography workshops to nurture wisdom, peace and creativity. ([www.themindfuleye.com](http://www.themindfuleye.com))

---

## REFERENCES

---

Dr. Jerry Halverson, Capella University • Tel. 612-339-8650 • [Jerry.Halverson@capella.edu](mailto:Jerry.Halverson@capella.edu)

Dr. Sharon Leynes, Independent Consultant (Former Verizon International Training Mgr.) • 904-388-9704  
• [SharonLeynes@hotmail.com](mailto:SharonLeynes@hotmail.com)

Patricia Luopa, PLATO Learning • 952-8322-1553 • [pluopa@plato.com](mailto:pluopa@plato.com)