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# Barry Burkett

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A solutions-oriented, organized, entrepreneurial, and strategic thinker coupling behavior with technology to accelerate and achieve goals. Highlights include:

- Four-time, top district salesperson.
- Designed technology adoption initiative in use by Kentucky.
- Modernized technology in 3 months, saving 94% cost (revenue center in year 2).

## WORK EXPERIENCE

### Sleep Number

Florence, KY • 02/2023 - Present

Sleep Number, "improves lives by individualizing sleep experiences." We do this using technology that uses both automation and intelligence to respond to customers. My role is to listen to those I'm working with, understand pain points, and make suggestions for their needs as an individual and/or a couple.

### Sleep Professional • Full-time

- Promoted from Sleep Associate to Sleep Professional within 6 month period, based on volume sales.
- Use Microsoft Dynamics with CRM to predict the personalized needs of inbound and outbound customers.
- Entered position to learn sales, previous experiences as an Adult Educator and Instructional Designer have crossover.

### Sikanai

03/2021 - 03/2024

Sikanai is an EdTech startup using generative AI to help instructors. Currently, our focus is global, using artificial intelligence to determine if students wrote their work.

### Co Founder, Executive Director

- By the numbers: • 5 media interviews. • 5 live onboarding workshops delivered (f2f or virtual). • 63 asynchronous onboarding courses delivered using a CRM-enabled drip campaign.
- Operate in a client-facing role iterating roadmaps, playbooks, and customer journeys from user research with enterprise customers in the North American market.
- Use early stage status to iterate messaging, presentations, and processes to benefit internal communication and ultimately the client.

### Barry Burkett, Instructional Designer

01/2019 - 02/2022

A management consulting firm developing opportunities with mid-size independent companies. Solutions focus around issues pertaining to instructional design, including Business Transformation, Change Management, and Accessibility at scale. Barry Burkett, Instructional Designer was a small business consulting LLC.

### Owner

- By the numbers (individual clients): • 6 courses created in 3 months. • 17 pages and workflow created. • 3 pitches with accessibility audits. • Chief Instructional Designer.
- Strategically created and used tools with clients measuring program performance to develop and deliver best-in-class training for teams and leadership.

**TiER1 Performance Solutions** **Covington, Kentucky • 03/2019 - 02/2020**

**Instructional Design Consultant • Full-time**

- By the numbers: • 3 trips representing the company to clients. • 7 separate clients in differentiated verticles. • 5 media-type deliverables for training and development.

**London Computer Systems** **Cincinnati, OH • 10/2018 - 03/2019**

**Instructional Designer • Full-time**

- By the numbers: • 16 courses transitioned to an "open world" JIT application. • 30 training courses reviewed for best practices. • 2 processes created, making programs measurable.

**Eastern Kentucky University, Office of eCampus Learning** **Richmond, KY • 03/2014 - 10/2018**

**Instructional Designer • Full-time**

- By the numbers: • 5 academic programs maintained. • 40+ courses per term updated and delivered. • 4 templates developed to benefit the retention of information.

**Kentucky Educational Television** **Lexington, KY • 12/2012 - 03/2014**

**Kentucky Adult Education Instructional Technology Consultant • Full-time**

- By the numbers: 1,100+ visitors to blog hosted by KET. 74 of 120 programs visited. 4 learning communities developed. 1 Statewide technology integration program developed.

**Thorn Hill Education Center** **Frankfort, Kentucky • 08/2003 - 12/2012**

**Assistant Director • Full-time**

- By the numbers: • 2-time Kentucky Adult Education Grant author and recipient. • 3 expanded services. • 94% savings developing and implementing technology modernization plan.

**EDUCATION**

**Semester Study in Baja, Mexico**

NOLS (National Outdoor Leadership School)

Lander, WY

**Master of Arts (in progress) in Adult Education**

Western Kentucky University

Bowling Green, Kentucky

**Bachelor Of Arts in Fine Arts**

Centre College

Danville, Kentucky

**AWARDS & SCHOLARSHIPS**

**Eagle Scout**

Boy Scouts of America

**VOLUNTEERING & LEADERSHIP**

**Academic Integrity Committee**

Participant

01/2017 - 06/2017

Richmond, KY

**Emerging Technologies Group**

Participant

01/2015 - 05/2017

Richmond, KY

**General Education Template Update Committee**

Chair

08/2016 - 12/2016

Richmond, KY

**The Kentucky Learning Depot Planning Group**

Member, Standards/Evaluation Team

01/2009 - 12/2009

Frankfort, KY

**Kentucky Adult Education Professional Development Advisory Group**

Distance Learning and Technology Advisor

01/2008 - 12/2008

Frankfort, KY

**PUBLICATIONS**

**Transferring Information from Faculty Development to Classroom Practice: A Mixed-Method Study**

01/2017

The Journal for Faculty Development

**SKILLS**

Accessibility, ADDIE, Andragogy, Artificial Intelligence, Behavior Modification, Chunking, Client Relationship Management, CRM, Curriculum Development, Customer Satisfaction, Design for All, Design Thinking, Early Adopter, Grant Writer, Human Centered Design, Implementation, Instructional Design, Kirkpatrick, Leadership, Learner Experience Design, LXD, Metacognition, Microsoft Dynamics 365, Pedagogy, Plain-speak, Presenting, Public Speaking, ROI, Strategy, Strategy, UDL, Universal Design, User Experience Design, UX