

SANDRA WITMER

LEARNING & DEVELOPMENT LEADER ·
ONBOARDING ARCHITECTURE · L&D STRATEGY
& INNOVATION

CONTACT

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EDUCATION

2012 - 2015

CHAPMAN UNIVERSITY

- Ed.S., Education Specialist

2010 - 2012

NYU STEINHARDT SCHOOL

- M.A., TESOL / Teaching French as a Foreign Language

2003 - 2007

LOYOLA MARYMOUNT UNIVERSITY

- B.A., French

TECHNOLOGY & TOOLS

- Articulate Storyline 360
- Rise 360
- Camtasia
- Vyond
- Adobe Creative Suite
- Microsoft Copilot
- MS Teams
- LMS Administration
- Learning Analytics & Reporting
- Virtual Facilitation Platforms

PROFILE SUMMARY

Learning and Development leader with more than 15 years of progressive experience building enterprise learning programs that accelerate performance, deepen retention, and scale across complex organizations. I specialize in onboarding program design and implementation, architecting end-to-end systems from needs analysis through launch and continuous improvement. Rooted in a career that began in elementary, secondary, and university teaching, I bring a deep understanding of child and adult learning theory, instructional design, and what it takes to develop facilitators who deliver with consistency and confidence.

I build learning programs that make organizations better at bringing people in and keeping them, and I build the internal teams that make those programs last. At Pacific Life Insurance Company, I built the Operations onboarding program from the ground up, establishing the Pacific Life Welcome Week and designing eight role-specific processing team onboarding programs across Annuities and Life Insurance, each running as a cohort-based experience twice a month, producing 16+ cohort sessions per month across two lines of business. Applying the cohort-based model I originally designed and led at Applied Medical, this program reduced time to proficiency by more than 50% and produced measurable gains in new hire effectiveness and retention. At both organizations, I stood up Train-the-Trainer programs that strengthened the L&D function from the inside, developing facilitators who could deliver consistently, confidently, and at scale. I also co-developed one of Pacific Life's first AI literacy curricula and deployed Microsoft Copilot agents to automate key L&D workflows. Whether setting learning strategy alongside senior leaders, developing a team of instructional designers and facilitators, or building a program from scratch, I bring the clarity, creativity, and execution that high-impact L&D requires.

WORK EXPERIENCE

Pacific Life Insurance Company

JAN 2025 - PRESENT

Senior Operations Instruction Designer

- Stood up a comprehensive Operations onboarding program from scratch, covering both Annuities and Life Insurance lines of business, a first for the division and a foundational shift in how new hires are brought into the organization.
- Created and launched the Pacific Life Welcome Week, a structured new hire experience that gives employees across both lines of business a consistent, engaging entry point into the company's culture, tools, and expectations.

CORE COMPETENCIES

- L&D Strategy & Roadmapping
- Onboarding Architecture & Program Design
- Instructional Design (ADDIE, SAM)
- Curriculum Development
- eLearning & Multimedia Development
- Cohort-Based Learning Models
- LMS Administration & Deployment
- Kirkpatrick Evaluation Framework
- Learning Analytics & Reporting
- Team Leadership & Mentorship
- Virtual Facilitation
- Train-the-Trainer
- Change Management
- AI Literacy & Workforce Upskilling
- Stakeholder Management
- Project & Program Management
- Performance Consulting

LANGUAGES

- English: Fluent
- French: Fluent
- Spanish: Basics

- Designed and implemented onboarding programs for eight processing teams across Annuities and Life Insurance, each tailored to the team's specific workflows and role requirements. Programs run as cohort-based experiences twice a month—generating 16+ cohort sessions monthly—creating consistency and connection among incoming employees at scale.
- Applied the cohort-based learning model developed and led at Applied Medical to scale this program effectively, resulting in a 50%+ reduction in time to proficiency and measurable improvements in new hire effectiveness and retention.
- Partner with Operations senior leadership to identify performance gaps and translate them into learning solutions that serve hybrid teams across the organization.
- Manage and mentor a team of instructional designers and facilitators across multiple locations, setting quality standards and building a culture of continuous improvement.
- Apply Kirkpatrick evaluation frameworks alongside behavioral data and operational KPIs to measure program impact and make evidence-based improvements over time.
- Co-developed and launched one of the organization's first AI literacy curricula, including online courses on prompt engineering and practical AI fluency, building confidence and capability across the workforce.
- Built and deployed Microsoft Copilot AI agents to automate L&D workflows, significantly reducing manual effort and accelerating content development cycles.
- Designed and facilitated virtual Train-the-Trainer programs, coaching facilitators on digital delivery best practices to ensure consistency and quality at every location.

Pacific Life Insurance Company

FEB 2023 – JAN 2025

Senior Learning Design Specialist I

- Led end-to-end design and launch of blended and digital learning programs tied to major enterprise transformation initiatives, including large-scale system implementations.
- Managed the full content development lifecycle, from needs analysis and storyboarding through multimedia production and LMS deployment, delivering high-quality programs on time, every time.
- Designed and facilitated virtual Train-the-Trainer programs, coaching facilitators on digital delivery best practices to ensure engagement and consistency across all locations.
- Used learner feedback and performance data to continuously improve program effectiveness and close persistent skill gaps across business units.
- Partnered with cross-functional leaders to align learning initiatives directly to strategic priorities and measurable operational outcomes.

Pacific Life Insurance Company

JUL 2019 – FEB 2023

Learning Design Specialist

- Partnered with business leaders and SMEs to design onboarding and upskilling programs tied to strategic priorities and operational goals.
- Built data-driven evaluation frameworks that measured knowledge retention, behavior change, and business impact, giving stakeholders clear visibility into program ROI.
- Designed scalable digital content ecosystems that supported workforce agility during periods of rapid organizational change.

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- Led remote-readiness learning initiatives that expanded knowledge access for distributed teams during a major organizational transformation.

Applied Medical

AUG 2017 – APR 2019

Learning Facilitator II/ I

- Designed, built, and operated the organization-wide onboarding program for a 3,000-person company—architecting the full program from scratch and managing monthly cohorts of approximately 20 new hires through a six-month structured learning journey across all divisions.
- Facilitated onboarding for 450+ employees over two years; the cohort-based model was directly credited by leadership with improving 90-day retention and reducing early attrition.
- Coached and developed a team of five facilitators, supporting their professional growth and ensuring consistent, high-quality delivery across the full onboarding program.
- Designed and delivered leadership development programs supporting succession planning and internal talent pipeline development.

Applied Medical

DEC 2016 – AUG 2017

Content Developer

- Developed digital learning content and multimedia training materials for the organization-wide onboarding program, maintaining consistency and quality across monthly cohorts.
- Collaborated with SMEs to ensure content accuracy, usability, and scalability for distributed teams.

Chapman University

SEPT 2013 – JUN 2016

Soka University

Santa Ana College

Adjunct Faculty, Frech Language and Culture

- Designed and taught university-level French language and culture courses, adapting instruction to diverse proficiency levels and learning styles.
 - Created Santa Ana College's first blended French course, an early instructional design initiative that expanded access for nontraditional and remote learners.
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