

## Curriculum Vitae – Sam Rogers



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### PROFESSIONAL SUMMARY

Sam Rogers provides strategic learning, marketing, and content creation services to global companies such as Google, Deloitte, ADP, Capital One, Robert Half International, and many others. As a recognized expert in the field of Learning & Development, he routinely works with subject matter experts in technical fields to distill their expertise into training that meets organizational needs. Typically, this means creating scalable educational programs & resources for employees, customers, or partners.

As a result of one such project for YouTube, Sam became an expert himself on the proprietary inner workings of the YouTube platform (and more specifically their ContentID tool) while helping to produce the first YouTube Certified Online training program for their top tier partners, and later their Advanced Digital Rights Management & YouTube Analytics workshops. Unlike many other such experts in these topics, Sam can not only provide deep data forensics analysis but also effectively explain the relevant findings to any audience. His expert reports and well-informed contributions have helped counsel discover new strategies and arguments that helped shape their case.

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### LITIGATION SUPPORT EXPERIENCE

Case: **Jaime Ciero, The Walt Disney Company, Disney Enterprises, Inc, Walt Disney Motion Pictures Group, Walt Disney Pictures, Wonderland Music Company, Inc, Disney Music Publishing, Kristen Anderson Lopez, Robert Lopez, Idina Menzel, Demi Lovato, ABC Inc, Disney Interactive.** Year: 2019. Firm: Munger, Tolles & Olson LLP. Services: research, consulting, report. Outcome: dismissed with prejudice.

Case: **Alticor Inc., Amway Corp, UMG Recordings Inc, Capitol Records LLC, Sony Music Entertainment, Warner Music Group Corp.** Year: 2016. Firm: Brinks, Gilson, & Lione LLP. Services: research, consulting, report. Outcome: settled.

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## PROFESSIONAL EXPERIENCE

**Snap Synapse LLC** - Provider of content, systems, and consulting to Learning & Development industry  
President & Principal Consultant, 2006 – current.

**Greenpoint Mortgage** - One of the nation's top mortgage companies (during the mortgage boom)  
LMS Administrator & eLearning Developer, 2001 – 2006.

**Remal Music Group / Companion Arts** - Commercial music production & content production company  
Production Director, 1999 – 2001.

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## EDUCATION

**Sonoma State University**, Rohnert Park, California. Bachelor's of Arts in Communications Studies, 1999

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## PROFESSIONAL MEMBERSHIPS

Association for Talent & Development  
Training Magazine  
The eLearning Guild  
The Training Learning & Development Community  
Learning & Performance Institute  
The Institute for Learning Professionals

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## TEXTS

*Learning & Development Terms*, XML Press, 2019 (contributing author)  
*Beyond the Next Button*, The eLearning Guild, 2017 (contributing author)  
*Just Do The Thing: A Guide*, Clear Mind Publishing, 2016

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## ARTICLES

An Unambiguous ID Code Character Set, Medium, 2019  
One Format to Rule Them All!, Medium, 2019  
Just Do The Thing: A Guide, Medium, 2019  
How To Score Assessments, Medium, 2019  
C) Multiple Choice Can Be Done Right, Medium, 2019  
Top 10 Tricks for Delivering Video While Being Mostly Clueless, Medium, 2019  
Learning To Do Simple, Medium, 2019  
Why I do Social Media Fasts, Medium, 2019  
Vision2020 Annual Review Overview, Medium, 2019  
The W's are Dumb Now, Medium, 2019  
What I Learned Producing 90 eLearning Videos In 8 Weeks At Google, eLearning Industry, 2018  
A Framework for Success (and Failure!), eLearning Industry, 2018  
Why Measure Workplace Training, eLearning Industry, 2018

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## LIVE PRESENTATIONS

Making Your Mobile Video Look Great, Learning Solutions Conference 2020, Orlando, FL  
Livestreaming for L&D, DevLearn 2019, Las Vegas, NV  
Usability Testing in eLearning, DevLearn 2019, Las Vegas, NV  
Smartphone Cinema for L&D Professionals, TechLearn 2019, New Orleans, LA  
The Four-Hour Instructional Designer, Training Magazine Conference 2019, Orlando, FL  
The Four-Hour Instructional Designer, Learning DevCamp 2019, Salt Lake City, UT  
Livestreaming for L&D, FocusOn Learning 2019, Las Vegas, NV  
Audio & Video Done Right, The Training Learning & Development Conference 2019, Phoenix, AZ  
Workflow or Workslow? Greasing the Wheels of Development, Learning DevCamp 2018, Salt Lake City, UT  
Leveraging Your LMS, AgCredit 2018, Charlotte, NC  
Top 10 Tips for Mobile Video Capture, DevLearn 2018, Las Vegas, NV  
Project Management for Video Learning, Training Magazine Conference 2017, Orlando, FL  
Smartphone Cinema for L&D, Online Learning Conference 2017, New Orleans, LA  
Ready. Set. Screencast!, DevLearn 2017, Las Vegas, NV  
Video CYA Crash Course, FocusOn Learning 2017, San Diego, CA  
We'll do it LIVE! Livestreaming for L&D, FocusOn Learning 2017, San Diego, CA  
Configure Your YouTube Channel for L&D, Learning Solutions 2017, Orlando, FL  
Video Within Reach: Mythbusting & Testing to Greatness, Training Magazine Conference 2016, Orlando, FL  
Project Management for Video eLearning, DevLearn 2016, Las Vegas, NV  
Project Management for Video eLearning, FocusOn Learning 2016, Austin, TX  
Video Within Reach: Mythbusting & Testing To Greatness, DevLearn 2016, Las Vegas, NV  
Video eLearning Project Management, The Training Learning & Development Conference 2016, Phoenix, AZ  
Video Within Reach, Association for Talent & Development International Conference 2016, Denver, CO

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## WEBINARS

Smartphone Cinema for L&D, Association for Talent & Development, New York chapter, 2019  
End of Year Reporting, DominKnow's Instructional Designers in Offices Drinking Coffee, 2019  
Genius Content Strategies for LMS Reporting, The eLearning Brothers, 2018  
TechLearn Series: Digital Learning Asset Framework, Training MagNetwork, 2018  
The Digital Learning Asset Framework, TLDC, 2018  
Pre & Post Production in Video eLearning, DominKnow's Instructional Designers in Offices Drinking Coffee, 2018  
YouTube U: Leveraging the World's Largest Video Platform for L&D, Training MagNetwork, 2017  
Shoestrings, Bootstraps, and Videos, The eLearning Guild, 2017  
Making Friends with your LMS, The eLearning Brothers, 2017  
Radical Shifts in Learning Masters Series: From Now to Next in Learning Tech, Training MagNetwork, 2017  
Undeniably Effective Training, ATD Northern New Jersey Chapter, 2017  
Video Within Reach, Association for Talent & Development, Florida Suncoast Chapter, 2016  
YouTube U: Integrating your LMS & Learning Strategy, The eLearning Guild, 2015

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## PUBLISHED INTERVIEWS

Sam Rogers on Schlenker Daily Livestream, 2019  
Sam Rogers on What If... podcast, 2019  
Sam Rogers on The Digital Learning Asset Framework, Learning Now Radio podcast, 2018  
Sam Rogers on Elearning Art, blog article & video interview, 2018  
Sam Rogers on why we need to measure training properly, segment for LearningNow TV, 2018  
Sam Rogers on the Digital Learning Asset Framework, segment for LearningNow TV, 2018  
Sam Rogers talks to JD Dillon about personalisation of learning, segment for LearningNow TV, 2018  
Sam Rogers on The New Breed, The Learning Circle podcast, 2017  
Sam Rogers on using mobile devices for taking video, segment for LearningNow TV, 2017  
Just Do The Thing, Learning To-Go podcast, 2017  
Sam Rogers on The Changing Face of L&D, Learning Now Radio podcast, 2016  
Sam Rogers on Learning Rebels, blog interview, 2016  
US Report: TLDC Conference Review, segment for LearningNow TV, 2016

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### SEMINAR LEADER / PRESENTER / TRAINER / HOST

Using Data to Make Better Training Decisions, The eLearning Guild certificate program, Orlando, FL, 2020  
Using Data to Make Better Training Decisions, The eLearning Guild certificate program, Las Vegas, NV, 2019  
Video Production Intensive, Training Magazine certificate program, Orlando, FL, 2019  
Video Production Intensive, The eLearning Guild certificate program, Las Vegas, NV, 2018  
Video Fridays, seasons 1-4 livestream & podcast, 2016-2019  
Five Trainers in a Car, the season 1 podcast, 2017-18  
Doable Change, the season 1 podcast, 2017  
Learning Technology Day, ATD Central Ohio Chapter workshop, Columbus, OH, 2017  
Producing & Directing eLearning Video, The eLearning Guild certificate program, Las Vegas, NV, 2017  
Shoot Me Now: eLearning Video Gets Real, Learning DevCamp workshop, Salt Lake City, UT, 2017  
Smartphone Cinema for L&D, The eLearning Guild certificate program, Orlando, FL, 2017  
Creating eLearning Videos That Don't Suck, ATD Sacramento Chapter workshop, Sacramento, CA, 2017  
Smartphone Cinema for L&D, ATD International Conference & Expo certification program, Atlanta, GA, 2017  
YouTube for eLearning: Make and Distribute Training Videos the Easy Way, Training Magazine workshop, New Orleans, LA, 2017  
YouTube U: Leveraging the World's Biggest Video Platform for L&D, Training Magazine workshop, San Diego, CA, 2016  
YouTube Production & Marketing, Impact Hub workshop, Salt Lake City, UT, 2015  
Drumless Circles, Drum Circle Facilitators Guild International Conference, Monterey, CA, 2013  
One Mouth Band, Los Angeles A Cappella Festival, Los Angeles, CA, 2013  
CircleSong, Musik-Akademie der Stadt Basel workshops, Basel, Switzerland, 2012  
Rhythm & Consciousness, Awaken Redirection Festival, Ephraim, UT, 2012  
Body of Sound, Esalen Institute, Big Sur, CA 2012  
Body Music, The Athenian School, Pleasanton, CA, 2012  
One World Music, Napa Valley Unified School District Annual Conference, Napa, CA, 2011  
CircleSong, Festival Internacional de Música Corporal, Sao Paulo, Brazil, 2011  
One Mouth Band, Harbin Retreat Center, Middleton, CA, 2011  
One Mouth Band, Seattle World Rhythm Festival, Seattle, WA, 2011  
Rhythm, Sound, & Healing, The Sound Healing Institute, San Francisco, CA, 2011  
TaKeTiNa, Seattle World Rhythm Festival, Seattle, WA, 2010  
One World Music, Genentech, San Bruno, CA, 2010  
CircleSong, Body & Soul Festival, Fairfax, CA, 2010  
TaKeTiNa, The Globe Academy, San Francisco, CA, 2010  
SoVoSo, BF Goodrich Annual Sales Conference & Showcase, Orlando, FL, 2008  
One Mouth Band, West Coast Harmony Summit, San Rafael, CA, 2007  
Northern California Emmy Awards, San Francisco, CA, 2006  
One Mouth Band, Explore Singapore Festival, Singapore, 2005  
One Mouth Band, East Coast Harmony Summit, Boston, MA, 2004  
Host, Project Censored Independent Media Awards, Rohnert Park, CA, 2004

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## PRODUCER/DIRECTOR/SCRIPTWRITER

YouTube Certified Online, 10-hours of videos, supplemental materials & guides, 200 question certification exam, YouTube, 2015

Raditactical: A Journey In Rhythm, 90min interactive stage show, The Montalban Theater, Hollywood, CA 2015

Litmos Presents: L&D Talk, daily livestream show, 2016

Doable Change, podcast, 2017

Five Trainers In A Car, podcast, 2017-18

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## ALBUMS PRODUCED

Listen, The Elements, Snap Synapse Music, 2016

Could Love, Sam Rogers, Snap Synapse Music, 2012

EP, One On One, Snap Synapse Music, 2009

Done Waiting, The Irrationals, Snap Synapse Music 2008

100% Organic Human Music, Sam Rogers, Snap Synapse Music, 2006

One Mouth Band, Sam Rogers, Snap Synapse Music, 2001

...For The Radio Audience, Audio Radiance, SWCC Records, 1996

Get Motivated, Baby!, Til Dawn, Teen Inspiration Foundation, 1995

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## PERSONAL

Born March 20, 1976 in Napa, California. United States citizenship. Personal interests include travel, music, hiking, and sailing.

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