Laura Pasquini

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PROFESSIONAL SUMMARY

I partner with enterprise leaders and HRBPs to turn organizational effectiveness diagnostics into measurable leadership and capability architecture. I hold a PhD in Workplace Learning and Performance, CPTD certification, and ICF PCC coaching credentials (950+ hours). As PSC's inaugural Global Learning & Development (L&D) leader, I ran a needs analysis with 70 stakeholders and cut platform costs by 87%, with current scope spanning enterprise leadership journeys, manager capability, employee experience, and AI adoption.

EXPERIENCE

Global L&D Sr. Manager | PSC Consulting, Kirkland, WA | *Jun 2024 – Present*

- Partner with the People Team and cross-functional leaders to lead Organizational Performance & Change
- Lead program managers and functional leaders to identify talent interventions and implement digital transformation solutions
- Deliver 1-on-1 executive coaching and team-based leadership development engagements for director- and VP-level leaders; apply EQ-i 2.0/EQ 360 assessments to support growth planning
- Design and implement AI-enabled learning integration: led enterprise-wide Microsoft 365 Copilot pilot (20 participants, 3 regions); built personalized learning pathways
- Lead the 2025-26 Engagement Survey: plan, timeline, communications, roles, and YoY comparison

Global L&D Manager | PSC Consulting, Kirkland, WA | *Sep 2023 – Jun 2024*

- Own enterprise L&D and organizational development strategy for a global professional services firm, designing scalable leadership interventions and manager capability frameworks across APAC, EU, and NA
- Lead a cross-functional team of learning designers and program managers; oversee content development, program quality, and stakeholder reporting across multiple concurrent initiatives
- Redesigned the 'Managing @ PSC' pathway, cutting manager ramp-up time by 56% (to under 42 days) while sustaining 95% 12-month retention
- Define and track learning effectiveness metrics; partner with senior leaders and HRBPs to close the feedback loop and drive measurable performance improvement

Career & Executive Coach | TechKNOWTools, Seattle, WA | *Jun 2020 – Present*

- 950+ ICF-logged coaching hours with 200+ clients across technology, healthcare, sales, and education sectors; specializing in leadership development, career transitions, and performance improvement
- Contract coach for BetterUp (2021–Present) coaching leaders within large, complex organizations
- Contract coach for Strawberry.me (2025–Present) coaching at 1-on-1 D2C clients for career development

Program Manager | Amazon Consumer Customer Service, Seattle, WA | *Sep 2022 – Aug 2023*

- Led a global social media customer service training program for a high-volume operation
- Built a blended curriculum, learning experimentation, and research frameworks to scale training delivery
- Evaluated interventions and programs to assess performance metrics and recommend improvements

Sr. Learning Specialist | Amazon PXT + G&A Learning, Seattle, WA | *Aug 2021 – Sep 2022*

- Partnered with HR stakeholders in Legal, Finance Business Services, and Global Corporate Affairs to run organizational design needs assessments and turn business priorities into targeted leadership development
- EQ facilitator and executive coach for Executive Development Program, working with senior directors/leaders
- Chair for LXDCon 2022, set program and content strategy for global learning experience design conference

Sr. Instructional Designer | Amazon Digital, Devices & Alexa Support, Seattle, WA | *Feb 2020 – Aug 2021*

- Managed learning programs for Kindle, Fire Tablets, Amazon Music, and Appstore customer service, including content lifecycle, localization into French marketplaces, and quality
- Designed blended training curriculum (eLearning, virtual instructor-led, job aids) for high-volume global CS teams; supported localization into French marketplaces

Senior Researcher & Learning Architect | iDesign, Dallas, TX | *Sep 2019 – Feb 2020*

- Led an EDUCAUSE Professional Learning Institute study to understand leadership in digital transformation
- Designed digital training for higher education and IT professionals for the institute

Senior Lecturer & Lecturer | UNT College of Information, Denton, TX | *Aug 2014 – Aug 2019*

- Architected and led the design of global-scale workforce learning and performance curricula, specializing in HR strategy, instructional design, and talent development frameworks
- Directed organizational curriculum strategy and academic leadership for BA, MS, and PhD programs in Workplace Learning & Performance

EDUCATION & CERTIFICATIONS

- Ph.D., Workplace Learning & Performance, University of North Texas | 2014
- M.S. Ed., Teaching Foundations, Niagara University | 2005
- B.A., History (Honors), University of Guelph | 2002
- Professional Certified Coach (PCC), International Coaching Federation | May 2024
- Certified Professional in Talent Development (CPTD), ATD | Nov 2020
- EQ-i 2.0 / EQ 360, MHS | Mar 2022

TECHNICAL SKILLS & KNOWLEDGE

- **Business and talent consulting:** needs analysis, capability gap analysis, organizational performance, change, succession planning support
- **Leadership development and coaching:** ICF PCC coaching, training facilitation, EQ-i 2.0/EQ 360, 360-degree evaluations
- **Learning strategy and design:** enterprise learning strategy, leadership pathways, blended and peer learning, ADDIE/SAM/RID, HPI/HPT models
- **Measurement:** program and learning effectiveness metrics, SPSS, R, NVivo, Dedoose
- **AI and tools:** AI-enabled learning, Generative AI (MS 365 Copilot, Claude, & ChatGPT), SharePoint, BetterUp, Strawberry.me, 15Five; Articulate 360, Storyline, Camtasia, Adobe Suite