

## ROSS TARTELL

203-288-6688 (office)

917-544-4016 (cell)

[rtartell@orgpg.com](mailto:rtartell@orgpg.com)

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### Education

**Teachers College, Columbia University**, New York, New York

**Ph.D.**, Social Psychology

**The Graduate School of Business, Columbia University**, New York, New York

**M.B.A.**, Management of Organizations

**Teachers College, Columbia University**, New York, New York

**M.Ed.**, Counseling

**Hoftra University**, Long Island, New York

**B.A.**, Social Science

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### Experience

2010 – Present **Ross Tartell, Ph.D. Consulting LLC**

*Principal*

- Launched the firm, developed its mission and business plan. Core expertise: learning & development, leadership and team development, and the creation of organizational cultures characterized by ethics and integrity.
- Identified key drivers of employee engagement and structured a leadership curriculum for a not-for-profit.
- Created developmental curriculum for high potentials for a Fortune 100
- Conducted Conference Board educational webcasts on creating an ethical culture.

2012-2013 **GE Capital Real Estate**, Norwalk, Connecticut

*Learning Leader North America*

- Provided leadership, development, functional training and training communication to all Real Estate employees in North America.
- Created and implemented the learning strategy for GE Capital Real Estate and Arden Property Management.
- Implemented 55 business focused webinars and courses in North America in 2013.
- Designed and implemented HR policy training worldwide to 2,500 Real Estate employees.
- Created train-the-trainer to support implementation through worldwide GE Capital Human Resource Managers.
- Created a Virtual New Hire Orientation for Real Estate worldwide, resulting in faster onboarding and greater efficiency.

1992-2010 **Pfizer, Inc.**, New York, New York

*(2010) Regional Learning Leader, North America*

- Created and staffed the function delivering leadership development to 16,000 managers in North America.
- Reorganized and downsized the function to match 30 percent operational budget cuts.
- Conducted a North American training needs analysis, consolidated worldwide data and created final report.

- Managed the process of creating worldwide divisional learning plans addressing both global and local issues

(2005-2009) *Director Team Leader, E-Learning & Instructional Design*

- Created the function; supervised instructional design for the leadership, sales and compliance curricula for a 10,000-person sales force.
- Created and implemented senior sales management Knowledge Transfer Strategy to accelerate change agility.
- Supervised the redesign of key selling programs: The Pfizer Selling Model, Strategic Account Selling, and Regulatory Compliance, increasing sales performance and compliance with Corporate Integrity Agreements.
- Supervised analysis of technology obstacles to training performance; partnered with Technology Management to conduct in-depth analyses and create the purchase recommendation for a Learning Management System (LMS).
- Introduced rapid learning technologies and blended training designs to increase learning impact and cut costs. Programs used WebEx, Adobe Presenter, Captivate, Lectora and Taimma.
- Helped Pfizer reduce the number of separate LMS implementations from 45 to two (Plateau and SumTotal).

(2003-2005) *Director Team Leader, Strategic Services Group*

- Established the Strategic Services Group—a team of 10 professionals providing instructional design, e-learning, metrics and talent support to U. S. Pharmaceuticals Learning and Development. Created the structure, staffed the team, managed a budget of over \$4 million and aligned objectives with corporate and divisional strategies.
- Delivered projects saving \$3 million in consulting costs in 2004.
- Created a learning transfer and sustainability strategy that shaped learning activities throughout Pfizer.
- Managed Pharmaceuticals-wide curriculum review to align training efforts and eliminate redundant courses.
- Conducted needs analyses and introduced e-learning technology to the 12,000-person U. S. Pharmaceuticals Sales Force, resulting in decreased training cost, increased speed of implementation, and increased learning transfer.

(2001-2002) *Director Team Leader, Global Learning and Development*

- Managed the instructional design and research function for Corporate Management and Leadership Development.
- Managed a team of four professionals who delivered leadership programs and developed training content.
- Supervised the 360° feedback process for leadership training, including updates of the survey to reflect changing capability sets, corporate goals, instrument validation, and training evaluation studies.
- Updated all the leadership curriculum and personally delivered 35 leadership courses in 2001.

(1999-2001) *Director, Management and Leadership Development*

- Provided subject matter expertise to Corporate Management and Leadership Development in the areas of 360° feedback, research and curriculum design.
- Chaired the design and implementation team for the creation of a four-day advanced management development program, “Sharpening the Edge.” Over 2,000 managers participated in the program from 2001-2005.
- Chaired the team that created a worldwide e-learning portal, “The Virtual Edge,” to provide just-in-time learning opportunities and a structure to support blended learning designs.
- Established award-winning training metrics research and metrics strategy.

(1993-1999) *Manager, Quality and Organizational Effectiveness*  
(1992-1993) *Manager, Management and Organization Development*

- Provided Organizational Effectiveness initiatives and training to Worldwide Research and the Corporate Departments.
- Core team member for the design and implementation of the first corporate-wide leadership development program, "The Leading Edge." Over 6,000 colleagues were trained worldwide from 1997-2005.
- Consulted to divisions on OD initiatives: competency profiles, climate surveys, visioning, and teambuilding. Became the corporate resource on performance management and objective setting.
- Initiated Pfizer's effort to create a comprehensive worldwide clinical research training system with an initial development budget of \$800,000.
- Created two executive programs for Directors of Clinical Research and Marketing Heads to explore and resolve drug development issues between Clinical Research and Marketing.

1988-1992 **CIBA-GEIGY Corporation**, Ardsley, New York

(1990-1992) *Manager, Corporate Human Resources Development*

- Worked with key corporate and divisional vice presidents to implement organization and training interventions.
- Managed the on-going succession planning process for the top 400 positions in the United States; prepared the CEO's succession plans for the Worldwide Committee in Basel, Switzerland.

(1988-1990) *Manager, Human Resources Development*

- Established and staffed a Human Resource Development function, and created an on-going training and development curriculum to service 1,000 corporate employees, with a budget of \$250,000.
- Managed the succession planning process for the 15 Corporate Departments

1986-1988 **Learning International**, Stamford, Connecticut  
*Senior Consultant, Management Development*

- Provided sales support to 22 account executives with annual sales of \$20 million.
- Created leadership curricula and content for the retail, pharmaceutical, consumer and hospitality industries

1983-1985 **International Playtex, Inc.**, Stamford, Connecticut  
*Manager, Human Resources Programs*

- Administered and streamlined the succession planning process.
- Won approval of the first training and development budget, which totaled \$180,000.
- Redesigned and implemented a corporate-wide performance appraisal system.

1978-1983;  
1985-1986 **Independent Consultant**

- Provided consulting support to Xerox Corporation, Stamford, CT for their corporate strategy, "Leadership through Quality;" New York Telephone, New York, NY as part of an internal Organization Development function; and Citibank, N.A., New York, NY in support of climate surveys and career development efforts.

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## Related Experience

1995 – Present	Adjunct Associate Professor; Teachers College, Columbia University, New York, NY
1985 – Present	Editorial Board of <i>OD Practitioner</i>
2003 – Present	Editorial Board of <i>Training Magazine</i>
2012 – Present	President, ASTD, Southern Connecticut Chapter

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## Professional Memberships and Certifications

### *Professional Memberships*

American Psychological Association (APA)  
American Society for Training and Development (ASTD)  
OD Network (ODN)  
Society for Human Resource Management (SHRM)  
Society for Industrial and Organizational Psychology (SIOP)

### *Professional Certification*

Senior Professional in Human Resources (SPHR)

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## Publications

Hornstein, H.A., Heilman, M.E., Mone, E., & Tartell, R. (1987). Responding to contingent leadership behavior. *Organizational Dynamics*, 15, 56-65.

Hornstein, H.A., Marton, J., Rupp, A.H., Sole, K., & Tartell, R. (1980). The propensity to recall another's completed and uncompleted tasks as a consequence of varying social relationships. *Journal of Experimental Social Psychology*, 16, 362-375.

Johnson, H. H., Hollister, R., Tartell, R., & Wilcox, L. (2005). Case Study: You walked into a political minefield, and I hope you survive. *OD Practitioner*, 37(4), 52-55.

Levinthal, C.F., Tartell, R.H., Margolin, C.M., & Fishman, H. (1985). The CS-US interval (ISI) function in rabbit nictitating membrane response conditioning with very long intertribal intervals. *Animal Learning and Behavior*, 13, 228-232.

Tartell, R.H. & Thomas, C.C. (1987). The Path-Goal theory of leadership examined from the subordinate's view. Proceedings of the Western Region Association of Human Resource Management and Organizational Behavior.

Tartell, R. (1987). Use of organizational models as a framework for training needs analysis. Proceedings of the Western Region Association of Human Resource Management and Organizational Behavior.

Tartell, R. (1987). What to look for when you buy training. *Training and Development Journal*, 41, 28-30.

Tartell, R. (2002). [Review of the book *The Inclusion Breakthrough: Unleashing the Real Power of Diversity*, by F.A. Miller & J.K. Katz]. *OD Practitioner*, 24(4), 63-64.

Tartell, R. (2011). Can leadership ethics be learned? *Training Magazine*, May/June, 17-19.

Tartell, R. (2012). Employee engagement – Why care? *Training Magazine*, July/August, 10-11.

Tartell, R. (2012). Power up your brainstorming. *Training Magazine*, November/December, 18.

Tartell, R. (2013). Collect data to create great training. *Training Magazine*, *May/June*, 14.

Tartell, R. (2013). It's all about the manager. *Training Magazine*, *July/August*, 12-13.

Tartell, R. (2014). Use focus groups for Rapid Needs Analysis. *Training Magazine*, *March/April*, 22.

Thomas, C.C. & Tartell, R. (1991). Effective Leadership: Evaluations of the next generation of workers. *Psychological Reports*, *69*, 51-61.