

ROSS TARTELL

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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

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.

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

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)

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.