



Motive Learning Hires Business Development Director

August 18, 2020

August 18, 2020 - PRESSADVANTAGE -

Motive Learning, a leading Learning Technology company that specializes in airport safety training, ground handling training, airport operations and compliance training and tracking, is pleased to announce the expansion of their team.

Sue Stinson brings critical skills to the Motive Learning Team; she will focus on organizational productivity and efficiency through the use of Motive Learning's mobile responsive 24/7 online training programs. She will work with clients to improve the dynamic talent development tracking and reporting system, MotiveLMS.

By collaborating with workforce development and learning managers in the aerospace, aviation and manufacturing sectors, Motive Learning designs and delivers online custom course solutions quickly to meet the challenges of administering and tracking critical "just in time" training required by industry qualification and government standards.

“Adding Sue to the team will help spend more time collaborating and assisting each of our clients to meet their current challenges,” said Karla Roberts, Owner of Motive Learning. “We’re glad to have her onboard!”

Raised and educated in Wisconsin, Sue comes to us from Northern Virginia, where her family has lived in the Washington DC region for 25 years. Sue recently spent 14 years with George Mason University, the state's largest public university, in their Executive and Professional Education unit.

As Program Manager and Business Development, Sue promoted, designed and delivered custom group training for organizations and government agencies. Sue collaborated with different industry experts and Chief Learning Officers to create custom programs and market them to specific target audiences. At George Mason University, she enjoyed and excelled at working with clients of all sizes, finding solutions to power employee performance by offering a variety of training topics and industry certifications, delivered in-person and online.

Stinson holds a Master’s degree in Organization Development and Knowledge Management; she understands the critical importance of workforce development and its impact on the organization and the individual. She is especially excited about the dynamic and flexible MotiveLMS which enable Learning & Development managers to administer and track employee e-learning plus create their own custom courses quickly, whenever industry standards or government regulations change.

“The COVID-19 crisis has made it clear that e-learning is here to stay and grow. Kudos to Motive Learning to be forward thinking and to expand with the convenience and affordability of “just in time,” off-the-shelf e-training courseware, keeping their customers safe and ahead of the game,” said Stinson.

Speaking of game, while looking forward to warmer winters now, one will still find her cheering for her Green Bay Packers. She may be one of very few “cheeseheads” at Florida gatherings this winter, but at least she’ll be warmer.

About Motive Learning

Motive Learning is trusted by airports, FBOs, and other aviation service providers. These organizations require employees with specialized skills. They have complex and continually changing equipment and procedures. Training programs need to be flexible and convenient. Our software and services help them develop and deliver custom interactive eLearning solutions.

Motive Learning is best known for their software solutions, which include:

- MotiveLMS Silver, Gold and Platinum; an array of Learning Management System (LMS) platforms. Each

product is appropriately sized to the organization to efficiently deliver training. The LMS includes a Qualification Management feature that tracks and reports training and compliance for safety standards and other requirements.

- MotiveCAT, our Content Authoring Tool. This is used by clients to create their own training programs. Built for non-programmers, subject matter experts have the ability to easily create interactive eLearning courses.
- Motive API Key Generator; provides access to all the data points in the MotiveLMS to enable seamless integration with other systems. This tool provides data integration into various Customer Relationship Management (CRM) systems, Human Resource Information Systems (HRIS), Safety Management Systems (SMS), and other third party Learning Management Systems (LMS).

The Motive LMS team includes experienced instructional designers, developers, and video professionals. This team of experts collaborate with clients to build engaging training programs on technical tasks, equipment use, and complex processes.

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Motive Learning

We advance the knowledge and skills of our clients. We help them achieve and retain qualifications. We help them operate more efficiently. We have an international reputation for providing superior products, programs and customer service.

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