

George Roch

Objective

Proven successful Trainer, Manager & Instructional Designer with a passion for maximizing the *people advantage* for a broad range of sales environments. My achievements include big box store management; and design, creation, facilitation and assessment of training programs for leading retailers, distributors and consumer electronics manufacturers.

Experience

2005-Present Consumer Electronics University Denver, CO

Founding Partner and Director of Training Development

Co-founded CEU; an independent training company that drives the sales, customer service, operations, management and leaderships skills needed to run profitable retail stores. We also create training and promotional materials for consumer products manufacturers. At CEU, I design, create and measure the impact corporate training programs, and have secondary responsibility for training facilitation. My achievements include:

-- Creating the headphone presentation strategy and training for the nation's largest CD/DVD retail chain. I interviewed top performers, vendors, and merchandisers to develop best practices sales strategy; and created video scripts, live meetings, and store exercises.

-- Developing and facilitating sales strategy and train-the-trainer programs for the nation's largest home automation manufacturer. This program was an AV/International Grand Prix Award finalist.

-- Creating an audio sales strategy and sales management training for an electronics superstore chain. The program included developing an innovative needs-centered presentation strategy and creating workshops, exercises, & product research tools. It resulted in a major increase in audio sales.

--Developing lifestyle sales workshops for the world's largest speaker manufacturer targeted at specialty retailers. I created and facilitated train the trainer workshops for the manufacturer's sales representatives.

-- Creating an extensive program of leadership, sales management, sales, and customer service training for Montana's largest electronics and appliance retail chain. The program included pre-work, workshops, on the job exercises and impact assessments. Created customized training for retail, call center, and business to business outside sales teams.

-- Creating and facilitating a week-long Call Center train-the-trainer program for a leading technical products manufacturer.

2009–2011 Ultimate Acquisition Partners Thornton, CO
Manager of Corporate Training Development

CEU entered an exclusive services and curriculum licensing agreement with UAP/Ultimate Electronics to develop, implement and evaluate all training in support of expansion of this big box electronics, appliance, computer, and multimedia retailer.

My Accomplishments at UAP Include:

-- Creating on-the-job activities based on-boarding programs for all new employees from entry level associates to senior corporate leadership.

-- Developing tools for rapid customization of training and leadership programs in partnership with Human Resource and utilizing SMEs as creators and trainers.

-- Creating and leading a development team of Subject Matter Experts and trainers in the design and logistics of a scalable new market store opening program supporting rapid expansion. This included developing programs, calendars and facilitating train the trainer workshops.

-- Creating daily sales and product training executed in all stores. Partnered with marketing and district leadership to establish training calendar. Created daily live meetings and activities based exercise tools.

1984–2005 Soundtrack / Ultimate Electronics Thornton, CO

2002-2005 Manager of Training Development & Implementation

I created and lead an 8 member instructional development team at Ultimate Electronics. We were responsible for designing, writing and evaluating all sales, customer service, store operations, installation, management, and leadership training. We developed a blended curriculum of live meetings, online training, written materials, video, and a wide variety of activities based exercises. We developed and executed train-the-instructor and all corporate leadership training. My accomplishments include:

Leading the implementation of a corporate e-learning and LMS system for 1800 sales and customer service employees.

Creating and supervising new position specific store manager and regional manager on-boarding training programs. The programs included both classroom and extensive learning by doing mentored certifications.

1997-2002 Regional Training Manager / Head of Corporate University

I lead a regional training team responsible for all sales, operations, installation and customer service training in a 4 state area. We facilitated all new employee training, lead sales workshops and the one on one coaching of sales, installation, operations and customer service personnel.

In addition, I took on the role of leading training development including creating, editing, online posting and impact analysis of training programs company-wide.

As Dean of Ultimate University, I was responsible for all aspects of developing, facilitating, and assessing the corporate management and leadership skills program to train over 200 future company leaders.

1989-1997 Store General Manager

Supervised four Soundtrack and Ultimate Electronics retail stores of increasing size and importance. Opened the Boise new market Superstore store with annual sales exceeding \$20,000,000 and a staff in excess of 100 team members.

Education

Hamilton College Clinton, NY

- B.A., Government and Communications.

Interests

Music and home theater, computers, fly fishing and backpacking.