

CONSULTANT PROFILE



Gus Prestera, Ph.D., CPT

RESUME:

- o Over 15 years experience in learning, performance, and coaching
- o Experience in retail, food service, pharmaceutical, and financial sectors
- o Ph.D., Instructional Systems with Management minor, Penn State University
- o MBA, Penn State University
- o B.S., Marketing, Saint Joseph's University
- o Specialties: Performance-based instructional design, E-Learning, Analysis and Evaluation
- o Was Project Manager and Senior Instructional Designer for Allen Communication (Mentergy)
- o Was Training Manager and managed retail units for Pet Valu, Paws, and Discovery Zone
- o Active member of ISPI, ASTD, GVISPI, Philly ASTD, AECT, and the E-Learning Guild
- o Adjunct Professor, Penn State University
- o Regularly publish and present at major industry and academic conferences



effectPerformance

Instructional design solutions for your learning and performance needs

BIO:

Gus Prestera is an instructional design consultant, Certified Performance Technologist (CPT), and President of effectPerformance, Inc. He holds his Ph.D. in Instructional Systems, an MBA, and a BS in Marketing. Gus combines extensive practical experience with a broad knowledge base. Specializing in performance-based instructional design and e-learning, Gus has helped organizations in various industries analyze, design, develop, implement, and evaluate training programs and curricula.

ROLES:

- o President, effectPerformance, Inc.
- o Project Manager
- o Quality Manager
- o Performance Improvement Consultant
- o Instructional Design Consultant
- o Instructional Developer