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Educational Background

- **Ph.D., Instructional Systems**, Management minor, The Pennsylvania State University: August, 2003
- **MBA**, The Pennsylvania State University: December, 1999
- **B.S., Marketing**, Saint Joseph's University: May, 1992

Professional Experience

Progressed from retail manager to trainer, to instructional designer, to training manager. Designed and developed week-long instructor-led training programs, single and multi-day workshops, new hire orientations, job aids, and a series of self-paced workbooks. Conducted performance and instructional analysis, designed and implemented performance improvement solutions, and implemented a training evaluation program.

- **effectPerformance, Inc.**, Havertown, PA
- President / Instructional Design Consultant 6/01 to Present
Conduct performance analysis, instructional analysis, and training evaluation activities as well as design and develop custom training focused on improving performance. Manage client relationships and sub-contractors. Conduct research in the area of learning and performance technologies.
- **Allen Communication (Mentergy)**, Wayne, PA
- Project Leader / Lead Instructional Designer 12/99 to 5/01
Designed and developed custom courseware products for Fortune 500 clients, typically involving web-based training or multimedia computer-based training. Managed client relationships and was responsible for project profit/loss statement.
- **Pet Valu International**, Wayne, PA
- Training and Instructional Design Manager 5/99 to 11/99
- Training and Instructional Design Specialist 5/98 to 5/99
- Training Specialist 10/96 to 5/98
- Senior Store Manager 4/96 to 10/96

- **Discovery Zone**, Cherry Hill, NJ
- General Manager 11/95 to 3/96
Responsible for hiring, performance management, and staff development for a 50,000 square-foot fun center. Supervised 3 assistant managers, several supervisors and team leaders, along with a staff of approximately 40.
- **Porgie's Restaurant**, King of Prussia, PA
- Owner & Operator 10/94 to 11/95
Responsible for all aspects of the business from hiring to ordering, from customer service to bookkeeping and marketing.
- **Paws Discount Pet Foods**, Ivyland, PA
- Store Manager 10/92 to 9/94
Responsible for all facets, including P&L statements, of a 6,000 square foot retail outlet. Duties included hiring, training, scheduling, performance management, ordering, and marketing. Also, my store acted as the training site for newly hired managers and assistant managers.

Teaching Experience

Penn State University, Great Valley Campus, Malvern, PA

- Adjunct Professor, Instructional Systems Program (www.personal.psu.edu/gep111) 2007 to Present
 - INSYS 441: *Design, Development, and Evaluation of Internet-Based Resources*
 - INSYS 597b: *Current Topics in Learning Technologies*

Academic Publications

- Pretera, G.E., Clariana, R.B., & Peck, A.C. (2005). Memory-context effects of screen color in multiple-choice and fill-in tests. *Journal of Educational Multimedia and Hypermedia*, 14(4), 415-436.
- Pretera, G.E., & Clariana, R.B. (2003). When do headings improve learning? A synthesis of verbal signals research. *Proceedings: Selected Research and Development Papers Presented at the 2003 National Convention of the Association for Educational Communications and Technology*, 1, 356-364.
- Pretera, G.E., Galbraith, J., & Grabowski, B. (2003). *NMT capstone semester study: Analysis of prerequisite competencies and characteristics*. University Park, PA: The Pennsylvania State University, Nanofabrication Manufacturing Technology.
- Pretera, G.E. (2003). *Effects of contextual color on recall: Border color as a lesson and posttest cue for factual and conceptual information presented in computer-based instruction* (Doctoral dissertation, The Pennsylvania State University, 2003).

Dissertation: My thesis consisted of an experimental study in which I manipulated the presence of color in a computer-based training module that I designed and developed. The study involved 196 participants and incorporated a double-blind, control-group design. I found that the presence of changing colors in the posttest influences recall differently for males and females, and that the effects of color varied by the format and difficulty of the question. My dissertation is available online at Penn State Electronic Theses and Dissertations, <http://www.etd.psu.edu/>.

- Moller, L., Prester, G.E., Harvey, D., Downs-Keller, M., & McCausland, J. (2002). Creating an organic knowledge-building environment within an asynchronous distributed learning context. *The Quarterly Review of Distance Education*, 3(1).
- Prester, G.E. & Moller, L. (2001). Organizational alignment supporting distance education in post-secondary institutions. *The Online Journal of Distance Learning Administration* [Online], 4(4). Available at: <http://www.westga.edu/~distance/ojdl/winter44/prester44.html>.
- Prester, G.E. & Moller, L. (2001). Exploiting opportunities for knowledge building in asynchronous distance learning environments. *The Quarterly Review of Distance Education*, 2(2), 93-104.

Professional Publications

- Comolli, S.L. & Prester, G.E. (2007, February). Managing the Unmanageable Subject Matter Expert. *Learning Solutions* (e-Learning Guild e-Magazine).
- Prester, G.E. (2006, March). Putting the Learning Back into e-Learning: Making It Meaningful, Relevant, and Engaging. *Learning Solutions* (e-Learning Guild e-Magazine).
- Prester, G.E. & Marker, K. (2006). *Phased Blended Solutions: A Performance-Based Approach*. effectPerformance White Papers. Retrieved from the effectPerformance, Inc. web site: <http://www.effectPerformance.com/html/library.htm>.
- Marker, K. & Prester, G.E. (2006). *Five Approaches to Blended Learning*. effectPerformance White Papers. Retrieved from the effectPerformance, Inc. web site: <http://www.effectPerformance.com/html/library.htm>.
- Prester, G.E. (2004). *Understanding ADDIE: A Foundation for Instructional Design*. effectPerformance White Papers. Retrieved from the effectPerformance, Inc. web site: <http://www.effectPerformance.com/html/library.htm>.
- Prester, G.E. (2004). *Training Needs Assessment: Process and Tools to Help You Identify and Prioritize Training Needs Quickly*. effectPerformance White Papers. Retrieved from the effectPerformance, Inc. web site: <http://www.effectPerformance.com/html/library.htm>.
- Prester, G.E. (2004). *Are Your e-Learners Learning? A Rapid Prototyping Process and Tool for Test Development*. effectPerformance White Papers. Retrieved from the effectPerformance, Inc. web site: <http://www.effectPerformance.com/html/library.htm>.

Professional Conference and Seminar Presentations

- Prester, G.E. (2008, April). *Improving Performance Through Online Simulations*. Presented at the 2008 Conference of the International Society for Performance Improvement (ISPI): New York, NY.
- Prester, G.E. (2007, May). *Elements of Online Simulations*. Presented at a seminar sponsored by Penn State University and the Pennsylvania Distance Learning Association (PADLA).
- Prester, G.E. (2007, March). *A Performance-Based Approach to Blended Learning*. Presented at a seminar sponsored by Penn State University and the Great Valley Chapter of ISPI.

- Prester, G.E. (2006, October). *Corporate Universities and Learning Theory: A Panel Discussion*. Presented at a SHRM regional conference sponsored by the Delaware Valley Human Resource (DVHR) Partnership.
- Prester, G.E. (2006, April). *Curriculum Design: Assessing Curriculum Needs in Today's Hyperactive Workplace*. Presented at the national conference of the International Society for Performance Improvement (ISPI): Dallas, TX.
- Prester, G.E., & Johnson, T. (2005, February). *Putting learning back in e-learning: Performance-based design processes*. Presented at the TechKnowledge 2005 Conference, a national conference of the American Society for Training and Development (ASTD): Las Vegas, NV.
- Prester, G.E. (2004, September). *Training needs assessment: Process and tools for prioritizing your training needs quickly*. Presented at the 2004 Instructional Systems Design Conference of the International Society for Performance Improvement (ISPI): Chicago, IL.
- Prester, G.E. (2004, April). *Are Your e-Learners Learning? How to develop online level 2 evaluations quickly and effectively*. Presented at T-Learning, the Philadelphia Conference of the American Society for Training and Development (ASTD): Philadelphia, PA.
- Prester, G.E., & Johnson, T. (2004, April). *Blinded by content: A case for performance-based design in e-Learning instruction*. Presented at the April, 2004 Meeting of the Great Valley Chapter of the International Society for Performance Improvement: Malvern, PA.
- Prester, G.E., & Clariana, R.B. (2003, October). *When do headings improve learning? A synthesis of verbal signals research*. Paper presented at the 2003 AECT (Association for Educational Communications and Technology) National Conference: Anaheim, CA.
- Prester, G.E. (2003, October). *Implicit effects of contextual color on recall: Border color as a lesson and posttest cue in computer-based instruction*. Paper presented at the 2003 AECT (Association for Educational Communications and Technology) National Conference: Anaheim, CA.
- Prester, G.E. (2003, October). *Explicit vs. implicit effects of border colors on recall in computer-based instruction: An exploratory study*. Paper presented at the 2003 IVLA (International Visual Literacy Association) Conference: Newport, RI.
- Moller, L., Harvey, D., Prester, G.E. (2002, October). *Creating an organic knowledge-building environment within an asynchronous distributed learning context*. Paper presented at the 2002 AECT (Association for Educational Communications and Technology) National Conference: Dallas, TX.
- Prester, G.E. (2001, November). *Assessing interactivity: What makes instruction interactive?* Presented at the 2001 PAECT (Pennsylvania Association for Educational Communications and Technology) Conference: Hershey, PA.
- Prester, G.E. & Nworie, J. (2001, November). *Knowledge Management in Public Education*. Presented at the 2001 PAECT (Pennsylvania Association for Educational Communications and Technology) Conference: Hershey, PA.
- Prester, G.E. & Moller, L. (2001, November). *A Plan for Supporting Distance Education in Post-secondary Institutions*. Poster presented at the 2001 AECT (Association for Educational Communications and Technology) National Conference: Atlanta, GA.
- Prester, G.E. & Moller, L. (2001, April). *Knowledge-building Strategies for Exploiting Opportunities in Asynchronous Distance Learning Environments*. Paper presented at the 2001 MTSU (Middle Tennessee State University) Instructional Technology Conference: Murfreesboro, TN.

- Moller, L. & Pretera, G.E. (2001, March). *Organizational Alignment Supporting Post-secondary Distance Education in Post-secondary Institutions*. Paper presented at the 2001 SITE (Society for Information Technology in Education) International Instructional Technology Conference: Orlando, FL.

Service

- *Live and Learn*: A Learning and Performance Newsletter: Editor
- **AECT Curriculum Committee**: Member, 2001-2003
Worked with committee members to convert AECT's Degree Curricula guide from a paperback book to an online search engine for instructional design and technology degree/certificate programs.

Affiliations

- **AECT**: Association for Educational Communications and Technology: Member, 2001-2006
- **ASTD**: American Society for Training and Development: Member, 1998-Present
- **Philadelphia ASTD**: Philadelphia Chapter of ASTD: 1998-Present
- **E-Learning Guild**: Member: 2004-Present
- **ISPI**: International Society for Performance Improvement: 2002-Present
- **GVISPI**: Great Valley Chapter of International Society for Performance Improvement: 1998-Present



The Certified Performance Technologist (CPT) designation is awarded by the International Society for Performance Improvement (ISPI) to experienced practitioners in the field of organizational performance improvement whose work meets both the performance-based Standards of Performance Technology and application requirements. For more information, visit www.CertifiedPT.org.