

Sadie R. Gunnink

262-203-3868 | sadiegunnink@gmail.com | <https://www.sadiegunnink.com>

PROFILE

Accomplished executive and education leader with over 20 years of experience across training, technology, and business development in education and EdTech. Proven success in launching startup initiatives, building training programs from the ground up, and leading cross-functional teams in global environments. Adept at leveraging emerging technologies, such as AI and gamification, to drive innovative solutions in digital learning. Demonstrated ability to exceed revenue targets, develop high-performance teams, and create scalable training solutions aligned with strategic business goals. Passionate about transforming education through technology and fostering organizational growth.

SKILLS

LEADERSHIP & STRATEGY

Strategic Leadership | Business Development | Change Management | Organizational Development | Sales Management | Fundraising | Budget Management | Project Management | Managing Virtual/Remote Teams | Performance Management

LEARNING & DEVELOPMENT

Instructional Design (ADDIE/SAM), E-Learning | LMS Administration (Litmos, CSOD, Saba) | Curriculum Development | Content Creation | Blended Learning | ILT | Virtual Training

TECHNOLOGY & INNOVATION

EdTech | Generative AI | UX/UI Design | Gamification | Assessments | AI in Learning | Adobe Creative Suite | Articulate 360 | Storyline | Rise | Shopify

SALES & MARKETING

Consultative Sales | Sales Enablement | SALES Process | Contract Negotiation | Product Development | Customer-Centric Service | Marketing | E-Commerce | Content Strategy | Pharmaceuticals | Biotechnology

CONSULTING & COACHING

Executive Coaching | Team Building | Talent Management | Performance Management | Learning Outcomes | Public Speaking | Leadership Development

PROFESSIONAL EXPERIENCE

RICE LAKE AREA SCHOOL DISTRICT | TEACHER

08/2023 – Present | Rice Lake, WI

Leading classroom instruction and curriculum updates for high school FACS program while conducting doctoral research. Successfully launched and managed two student clubs, increasing engagement among underrepresented students.

GUNZEL ENTERPRISES | OWNER

01/2021 – Present | Chippewa Falls, WI

Own and operate multiple Airbnb properties and provide consulting services on the SALES process, DiSC assessments, coaching, and management topics. Publish books, produced a podcast, and launched a YouTube channel.

VES-ARTEX | TRAINING MANAGER

05/2021 – 09/2022 | Chippewa Falls, WI

Designed and launched global training programs, including a new LMS system and distributor training, exceeding annual sales revenue targets. Partnered with HR to develop onboarding and employee training, improving organizational knowledge retention and sales performance.

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URUS GROUP / ALTA GENETICS | PROGRAM MANAGER

04/2015 – 12/2020 | Madison, WI

Successfully launched Dairylearning.com, generating \$137K in revenue within eight months. Led company-wide training initiatives, streamlining training delivery across multiple subsidiary companies. Implemented LMS systems, saving \$60K annually, while developing and maintaining global training content for diverse audiences.

ABS GLOBAL | LEARNING AND DEVELOPMENT CONSULTANT

02/2013 – 02/2015 | DeForest, WI

Developed 109 online training videos and 23 ILT programs, improving training efficiency and boosting global sales by 15.4%. Partnered with senior leadership to execute company-wide training needs analysis and develop new curricula. Administered CSOD LMS and created global training programs in multiple languages.

MGIC | MARKETING PROGRAM DEVELOPER & SALES TRAINER

04/2011 – 03/2012 | Milwaukee, WI

Project-managed the rollout of Cornerstone OnDemand LMS for external customers, delivering a \$30K annual cost saving by internalizing course development. Trained internal and external teams in sales strategies, communication skills, and LMS utilization, improving customer engagement and sales performance.

BLACKHAWK TECHNICAL COLLEGE | TECHNOLOGY INSTRUCTOR

02/2009 – 10/2013 | Janesville, WI

Designed and delivered courses in office technology and personal success, achieving high student satisfaction scores. Created online course templates recognized as best practices across the college. Served as a speaker at the 2011 WTCS Tech Expo.

BOEHRINGER INGLEHEIM & SCHERING-PLOUGH | PHARMACEUTICAL SALES

04/2006 – 12/2008 | Janesville, WI

EDUCATION

WINONA STATE UNIVERSITY

ED.D. IN EDUCATION TECHNOLOGY – 3.83 GPA

05/2025 (Expected) | Winona, MN

Research focused on digital game-based learning (DGBL) and emerging technologies.

PURDUE UNIVERSITY GLOBAL

INSTRUCTIONAL DESIGN AND TECHNOLOGY MASTER'S CERTIFICATE – 3.75 GPA

09/2023 | West Lafayette, IN

Specialized in instructional design tools, multimedia development, and creating effective e-learning environments.

AURORA UNIVERSITY

M.ED. IN EDUCATION – 3.739 GPA

05/2010 | Williams Bay, WI

Emphasis on curriculum development, classroom dynamics, and educational technology integration.

NATIONAL LOUIS UNIVERSITY

B.S. IN BUSINESS MANAGEMENT – 3.68 GPA

08/2004 | Wheeling, IL

Minor in Marketing, with coursework in architecture CAD, AutoCAD, business writing, and project management.

PUBLICATIONS

2024 - *Game changers: How emerging technologies impact digital game-based learning (DGBL)*

<https://openriver.winona.edu/cgi/viewcontent.cgi?article=1004&context=educationeddbooks>

2024 - *Purpose, Empowerment, and Persistence: The Trifecta of Doctoral Student Success*

<https://openriver.winona.edu/educationeddbooks/3/>

2023 - *All About You! Pre-Birth to 5 Years Old*

<https://a.co/d/0wlbW5e>

2012 - *Delavan Christian Reformed Church: Favorite Recipes*

<https://a.co/d/dnMvaJr>