

# MICHELLE LASURE, MBA

Senior Curriculum Development Manager



## CONTACT

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## SUMMARY

Seasoned Learning and Development manager with extensive experience in technical curriculum development, people management, project management, UI/UX, AI prompt engineering for content development, multimedia and instructional design, strategic planning, vendor and software management, training and pedagogy, digital/print design, and analytics. Successfully developed innovative digital learning products for K-12, Higher Ed, and professional Cloud technology markets, generating millions in revenue through training events and subscription sales. Effectively manage teams and partner with upper management to support employee and company goals. Customer obsessed - anticipate bottlenecks, and balance business needs with technical constraints to expedite project progress. Thrive in fast-paced entrepreneurial environments and comfortable with ambiguous or competing priorities.

## EDUCATION

CLEMSON UNIVERSITY - MBA  
Organizational Leadership

MASS. INSTITUTE OF TECHNOLOGY  
Managing Technical and Professional Organizations Certificate

HOUGHTON COLLEGE – BS  
Business Management, Education, Computer Science

HARVARD SCHOOL OF BUSINESS  
Tools for Effective Management Certificate

## PROFESSIONAL EXPERIENCE

### AMAZON WEB SERVICES

#### Senior Technical Curriculum Development Manager (2022-Present)

Detail-oriented Curriculum Development Manager overseeing workload, structure, oversight, stakeholder communication, and process improvement for Digital Classroom development team. Collaborate with product management, developers, trainers, subject matter experts, AWS services teams, and customers to define and scope projects, creating clear learning objectives and project plans. Develop and manage capacity plans to deliver promised results. Manage a high-performing direct team of technical curriculum developers, lab developers, curriculum architects, and instructional designers. Collaborate with publishing, marketing, engineering, training, Exam Prep, certification, and studio production teams on project resources and timelines. Manage milestones and drive timely deliverables. Identify process improvement strategies to expedite technical training curriculum production. Accelerate content development by modifying ADDIE/SAM processes to leverage agile methods. Use AI tools with Anthropic Claude/Sonnet LLMs and custom RAG to accelerate content and assessment development workflows. Coordinate cross-functional resources for subject-matter experts (SME) and project review. Created and funded the Trainer-Presenter Skills program for AWS trainers worldwide. Reported monthly and quarterly metrics to senior leadership. Led the Curriculum Standards Committee and Wiki tiger teams, developing style standards and consistent deliverables across training and certification teams. Mentor and coach team and peers in leadership principles, business processes, development best practices, and Emotional Intelligence workshops. Inclusion, Diversity, and Equity Ambassador, delivering workshops across AWS and Amazon. Led the Amazon Families Adoption ERG and member of Women at Amazon and Wellness at Amazon ERGs.

### SAVVAS LEARNING COMPANY

#### General Manager of Digital Publishing (2018-2022)

Directed large teams of Multi-Media Designers and Web Developers to conceptualize and create content for digital training and professional development courses on My Savvas Training site, supporting over 1M+ users. Purchased, implemented, and directed all aspects of My Savvas Training and Moodle Workplace LMS company-wide. Managed the company's digital learning portfolio across teams. Designed UI/UX for training sites and directed development for learning modules. Managed vendors and development software for Services Learning & Development teams. Planned site growth, subscriptions, and training offerings with VPs and Directors. Provided site support for customers through training implementation and analytics reporting. Trained employees on development best practices and UI/UX design. Planned and executed learning content to meet Savvas branding and quality measurements. Collaborated with curriculum development, marketing, product management, and contractors to support publishing for training products. Reported site analytics to the company using Google Analytics and Data Studio. Conducted employee reviews and created team goals for media and web developers, supporting professional and personal development.

## CERTIFICATIONS

- Certified Cloud Practitioner – AWS
- Certified ScrumMaster – Scrum Alliance
- Certified AI Practitioner – AWS
- Instructional Design for Online Learning – Capella University
- Google Certified Educator Certificate – Google, Inc.
- Certified Zentangle Teacher – Zentangle, Inc.

## SKILLS

- Adobe Creative Suite, eLearning Suite
- Articulate 360, Storyline
- Camtasia/Snagit
- HTML5, CSS, Bootstrap, Javascript
- Apple iBooks Author
- Google Suite (Business and Education)
- Audio recording/voiceover, video production
- SmartSheets, Sharepoint, Trello, Asana, Basecamp, AW PM software
- Salesforce, Median, Dayforce CRM/HR systems
- Microsoft 365
- LMS and CMS Systems: Moodle, Brightspace, Canvas, Alfresco, Docebo, D2L, Cornerstone
- Process Improvement and Workflows – OmniGraffle, Lucidchart, Figma
- Customer Analytics – Gainsight, Get Feedback, AWS QuickSight, Qualtrics, Amazon Q for Business
- Google Analytics and Data Studio
- Agile and Scrum Methodologies
- Wireframe Pro UI/UX Design
- ADDIE/SAM Development Models
- Bloom’s Taxonomy
- SCORM and 508 Compliance
- Training Delivery, Video Presentation, Studio Production
- Zentangle Method mindful drawing workshops
- Member USDLA, eLearning Guild, Contributing VIP at FairyGodboss.com
- PMI Member #2815298

## PEARSON NA, LEARNING SERVICES

### Supervisor of Multimedia Development, Platforms (2015–2018)

Managed Platforms and K-12 multimedia development teams for customer-facing digital training delivery. Designed and developed interactive distance learning products for web, tablet, and mobile. Managed training projects for the Career and Technical Education team (HS and comm. college) and content development for facilitator delivery. Optimized resources and established short and long-term work plans to meet work area objectives. Selected methods, tools, and techniques for obtaining efficacy results. Collaborated with platform product teams to create materials for new platform features/releases requirements, UX/design layouts, and research information. Developed and delivered skills-based professional development on multimedia development best practices, digital development tools, project website development and management, document management, template design, and Google integration. Developed and delivered asynchronous Salesforce training to the entire Learning Services division.

## PEARSON NA, SCHOOL SERVICES

### Supervisor of Multimedia Development, PowerSchool (2010–2015)

Managed a team of multimedia developers, including program, project, and HR responsibilities. Designed and developed interactive distance learning products for PowerSchool, Schoolnet, and Inform customer education. Developed and optimized work plans, resources, and objectives for development workflows. Selected methods, techniques, and evaluation criteria for efficacy results. Interpreted requirements, designed layouts, and researched information to select multimedia tools. Developed marketing collateral, including plans, schedules, video, and electronic media. Applied corporate branding specifications and ensured work met strict guidelines. Designed and delivered skills-based professional development to team members. Created the mLearning Guides product line, generating multi-million-dollar revenues. Supervised the design, implementation, and testing of learning modules. Developed courseware and programs for new products, identifying and sharing best practice solutions. Handled hire, fire, performance appraisal, and budget responsibilities. Delivered live product training sessions at PowerSchool University, with 50-100 participants per session.

## PEARSON NA, CUSTOMER EDUCATION

### Senior Content Development Team Lead, PowerSchool (2006 – 2010)

Lead and delegate responsibilities for development teams and media platforms for internal and external products. Establish short and long-term work plans and optimize resources to ensure that work area objectives are consistently met. Select evaluation criteria for obtaining efficacy results. Interpret requirements, design layouts, and research information to determine tooling for product development. Develop design plans, schedules, video, and electronic media projects related to marketing collateral. Responsible for branding specifications to ensure work meets corporate guidelines. Develop classroom courses, educational tutorials, quizzes, learning games, and interactive tools for various educational digital deliverables formats including print, video, and interactive online modules with an understanding of scope and sequence, course hierarchies, usability testing, instructional design principles, SCORM and courseware archival. Work with SMEs, project managers, and product engineers to create and design courses across the company. Apply instructional design standards in creative and innovative ways to create educational solutions. Create and maintain technical documentation.

## HONORS, AWARDS, AND ENGAGEMENTS

- Presenter: Cape Cod Community College – Women in Tech Conference
- Presenter: Pearson Global Technology Summit
- Presenter/Trainer: PowerSchool University
- Presenter: T+L Conference (National School Boards Association)
- Presenter: Western New York Technology Consortium
- Founder and Administrator of Upstate NY PowerSchool Users Group
- Three Star Member Phi Theta Kappa International Honor Society
- Outstanding Site Editor Award, Family Education Network
- Service Above Self award, Rotary International
- Provide free design services to non-profits: SOFIA, Schoolhouse8, Adoption STAR
- Amazon Associate Speaker Certification (conferences, workshops)
- Pearson WILL.MA; Women in Learning and Leadership contributing member
- VIPS – Volunteers in Public Schools Volunteer and Leader
- Instructor: Community Education classes for North Collins residents
- Advisor: North Collins Yearbook
- Advisor: North Collins Character Education Club

### APPLE COMPUTER, INC.

#### PowerSchool Multimedia Developer and Training Specialist (2005–2006)

Design and produce online courses and supplemental materials for PowerSchool products. Lead in faculty, staff, and student development, creating digital and printed course materials. Select methods, techniques, and evaluation criteria for obtaining efficacy results. Interpret requirements, design layouts, and research information to determine multimedia tools to utilize for product development. Develop and design learning plans, schedules, video, and electronic media projects related to marketing collateral. Recommend interface design, instruction sequencing, assessments, and course materials and activities. Determine instructional effectiveness utilizing customer assessments and feedback. Contribute to workplace practices for automation and communication. Ensure course integrity through systematic design and clear writing. Provide methods for learning needs analysis. Consult staff on instructional design and technology tools. Conducted large in-district Initial Product Trainings for PowerSchool customers.

### NORTH COLLINS CENTRAL SCHOOLS

#### District Technology Coordinator (2001–2005)

Design, coordinate, and maintain the voice/video/data network infrastructure. Coordinate and deliver staff development for technology integration. Install and maintain systems security and support administrative software applications. Coordinate vendors and purchases, develop and maintain district inventory, and coordinate network-related training. Coordinate complex district activities, such as Comprehensive District Education Planning, Professional Development Planning, Curriculum Development, and Mentoring. Maintain and develop budget with school Business Administrator and Superintendent. Awarded a \$10,000 grant from Computers for Children, assisted in writing a Title IID Grants, and coordinated annual E-Rate Federal applications. Develop and publish a school-wide Acceptable Use Policy, District Annual Professional Performance Review, Mentoring Plan, and District Technology Plan. Design, content, and maintain the North Collins School District and Schoolhouse 8 (non-profit) website.

## BOARD POSITIONS

### WICKED GOOD CARDS

#### Board of Directors, Secretary (2025–Present)

### DENVER UNITED FUTBOL CLUB

#### Board of Directors, Technology (2023–2024)

### NORTH FALMOUTH, MASS PTO

#### Board Secretary and Technology Support (2013–2015)

### SCHOOLHOUSE 8

#### Board Technology Support (2002–2004)