

Ann Marie Toto (.com) amtc20@gmail.com

📞 570.350.7316 (best way to reach out)

🌐 LinkedIn: [linkedin.com/in/amtc40](https://www.linkedin.com/in/amtc40)

Professional Summary

Results-driven training and enablement leader with 15+ years of experience designing, delivering, and optimizing training programs for internal teams and external clients within healthcare, life sciences, and tech-focused environments. Expertise in adult learning methodologies, clinical application support, LMS administration, and cross-functional enablement programs. Adept at building scalable onboarding programs, managing vendor relationships, and aligning training content with evolving business goals. Recognized for creating high-impact learning experiences that drive adoption, improve performance, and support revenue growth.

Core Competencies

- Clinical & Commercial Training Strategy
- Sales Enablement Tools & Playbooks
- Client Onboarding & LMS Integration
- SCORM, AICC, ADDIE, Kirkpatrick
- SuccessFactors, Saba, ComplianceWire
- Cross-Functional Team Leadership
- Instructional Design & Development
- Metrics & Feedback-Driven Optimization
- Vendor & eLearning Content Management
- Marketing & Communications Strategy

Tools & Technology

Articulate | Camtasia | Captivate | iSpring | Cornerstone | SuccessFactors | Enable Now | Microsoft Azure, Office & Teams | Adobe Creative Suite | SharePoint | Monday.com | Social Media, SEO & Web Tools | HTML | LMS Integrations

Professional Experience

➤ **SPOTLITESOLUTIONS & The Foundation – Partner & Consultant**

July 2024 – Present

- Various Marketing, Event & Social Media work for NEPA Clients (Cozy Kitty Café)
- Built and maintained client-facing training modules using Moodle and SCORM standards.
- Delivered enablement content using ADDIE/Kirkpatrick to support onboarding and long-term engagement.
- Provided marketing, podcast, and content support for outreach campaigns targeting external stakeholders.
- SWIFTPAWS – POUNCE Affiliate (as seen on Shark Tank)

➤ **TERUMO Medical (SAP 4/HANA) – LMS Admin & Help Desk Specialist, COE**

Jan 2022 – July 2024

- Supported global training strategies by developing and integrating role-based curricula into SuccessFactors LMS.
- Led administration and troubleshooting of ILT/WBT programs, collaborating with vendors and internal teams.
- Provided technical escalation and just-in-time support via ITSM system while managing 2 vendor contractors.
- Improved user adoption and engagement through enhanced SCORM configurations and user-focused solutions.

➤ **Thermo Fisher Scientific (Brammer Bio) – LMS Contractor**

April 2021 – Aug 2021

- Supported LMS migration between ComplianceWire and SuccessFactors, verifying ALM structures, OTJ training, and exams.
- Oversaw content transfer and integrity across systems, ensuring continuity and compliance in training offerings.

➤ **Alamo Pharma – LMS & Authoring Tools Consultant**

Dec 2021

- Onboarded new instructional design tools and templates for LMS and sales training teams.

➤ **Saw Creek Estates – Marketing & Communications Lead**

Oct 2016 – April 2021

- Developed communications, social media, and outreach materials, supporting public engagement and digital campaigns.
- Led cross-functional teams to maintain internal and external web platforms and publications.

➤ **PharmaDigital – Project Manager & Account Director**

Sept 2014 – Dec 2015

- Directed eLearning development and sales enablement projects for major pharmaceutical clients.
- Collaborated with Karl Kapp's gamification teams to apply adult learning strategies into training programs.
- Represented company at PDC events, promoting training and enablement solutions to key decision-makers.

➤ Preferred Validant / Johnson & Johnson – Curriculum Designer

Nov 2012 – Sept 2014

- Developed GMP-compliant curricula under FDA Consent Decree standards for internal and external manufacturing teams.
- Created SOPs and collaborated cross-functionally to deploy eLearning programs in ComplianceWire LMS.

➤ Novartis Pharmaceuticals – Sr. Manager II, Sales Training & Distance Learning

Dec 2001 – June 2010

- Led the creation, implementation, and optimization of clinical and sales training content for 15K+ users.
- Directed cross-functional efforts to align LMS content with legal, regulatory, and brand-specific requirements.
- Designed onboarding and enablement content for commercial teams, leveraging SCORM, ADDIE, and Kirkpatrick models.
- Supported internal stakeholders with marketing, podcasting, and gamified training content.

Education

Bachelor of Arts – Commercial Design

Lycoming College

Minor: Education

BCCC- 2026 Marketing Certification

Volunteer Work

- TC Dance Club International – Marketing & Event Tech Support
- TJ Martell Foundation – National Event Communications, PR & Creative Direction
And more!
- Cozy Kitty Café – Marketing, Front Desk, Events

Certifications, Awards & Additional Experience

- Consumer Marketing Mix & Execution (Novartis)
- Project Management Alignment for eLearning Projects
- Gamification Strategy Collaboration – CAC, Bloomsburg U.
- Flash & XML Development Achievements
- Train the Trainer (McNeil)
- Business Excellence Awards (Novartis)
- On-the-Spot Recognition (TERUMO)
- Beaver County College 2025/2026 Marketing
- Usertech E-learning Group –Graphics & Animation
- Ricoh Corporation – Service Publications