

## Executive Profile



**JOANNE DEITSCH**  
**E-LEARNING | INSTRUCTIONAL**  
**DESIGN | WEBINAR EXPERT |**  
**TRAINING**

**Joanne Deitsch** assists organizations using a blend of pedagogy and technology to fulfill their training needs. She uses the ADDIE and 6Ds framework to design and deliver complete learning solutions that take into account what happens prior to and after the event to help learners bridge the gap between learning and doing. Joanne's educational approach encompasses interactive, real-world, scenario based training using both live and on-demand learning modules. Joanne's theoretical orientation consists of cognitive andragogical constructivism, a blend of distributed practice research, Malcolm Knowles' Andragogy and Lev Vygotsky's Social Constructivism. Her background in Information Technology helps her to bridge the gap between education and technology.

In the adult education field at Merck, **Joanne** assisted clients one-on-one, teaching hands-on learning for software applications for audiences ranging in size from 3 to 75 people. She has led diverse teams including subject matter experts, client account managers, learning and development peers, and external vendors to design live interactive face-to-face workshops, asynchronous E-learning courses, and webinars. She has a proven ability to drive results handling multiple projects serving in various roles such as project manager, instructional designer, and course developer. As part of helping her clients, she honed her abilities to influence teams without authority. **Joanne** developed a reputation for customer service, transparency, accessibility and getting things done.

In her first career, **Joanne** was in the information technology industry. In more than 15 years in the computer sciences, she has worked in several locations in the US in multiple functional areas, including software development as well as tier one and tier two computer support for basic research, preclinical and clinical software applications. Her writing skills were continually sharpened by creating training materials for use during coaching sessions, authoring user's manuals, drafting knowledge articles for use by her peers, and composing written instructions to her clients.

**Joanne** received her BS in Computer Science from University of Delaware. She is currently pursuing her Masters of Distance Education degree with a specialization in Teaching and Training at University of Maryland University College.

**Joanne** served at Merck's West Point Toastmasters as a President for two terms and treasurer for one term. She is a member of the Greater Philadelphia Chapter of the Association for Talent Development, the Pennsylvania Distance Learning Association, and the eLearning Guild.