

# JEFFREY C. WILLIAMS

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## MULTIMEDIA DEVELOPMENT SPECIALIST

**Versatile and creative professional with experience in start-ups as well as established operations, leveraging expertise in technology, organization and problem solving.**

### *Areas of Expertise:*

- Anatomy & Physiology
- Collaboration
- Adobe Captivate v5.5-10.0
- HTML5, CSS3, Javascript
- Project Management
- eLearning Development
- LMS Management
- 3D and Graphic Design
- Strategic Planning
- Medical Terminology
- ADDIE Model
- Adobe Creative Cloud

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## WORK EXPERIENCE

MD Training @home (Jacksonville, FL)

2009 to Present

### **Director of Product Development / Senior Instructional Designer**

- Implemented the ADDIE model for instructional system design (ISD) framework to develop course curriculum within Cardiology, Radiology and Molecular Imaging
- Assembled and led a remote team of Agile developers and subject matter experts (SMEs) in the design, development, evaluation and continuous improvement of all eLearning courses
- Facilitated instructor led training (ILT) and virtual instructor led training (VILT) for 3D visualization software and associated clinical applications
- Interfaced with OEM partners to incorporate healthcare technologies, third party solutions and clinical data in online curricula
- Managed migration and customization for Mobile Device Management (MDM), new Learning Management System (LMS) launch as well as implementation and evaluation of all curriculum and eLearning modules
- Completed comprehensive needs assessment and gap analysis for course content within Nuclear Physics, Nuclear Cardiology, Positron Emission Tomography (PET), Echocardiography, Vascular Ultrasound, Cardiac CT Angiography, Fluoroscopy Safety & Protection and CT Colonography, meeting the stringent requirements set forth by the Accreditation Council for Continuing Medical Education (ACCME)
- Verified instructional design requirements within course curriculum for content pertaining to the Certification Board of Nuclear Cardiology (CBNC), National Board of Echocardiography (NBE), Registered Physician in Vascular Interpretation (RPVI) and Certification Board of Computed Tomography (CBCCT)
- Evaluated and Verified regulatory requirements within course curriculum for Authorized User training in Clinical Nuclear Physics designed to meet the 80-hour nuclear physics didactic and laboratory review requirements set forth by the United States Nuclear Regulatory Commission (USNRC) Part 35.290
- Adhered to Society for Cardiovascular Computed Tomography (SCCT) and American College of Radiology (ACR) standards for advanced 3D visualization mentored case review requirements.
- Honed development skills regarding current web development standards in HTML5, CSS3 and Javascript
- Constructed innovative 3D animation and graphic design elements to supplement course content objectives
- Oversaw SCORM compliance for all content providers to ensure smooth transition from testing environment to flawless new product launch

Medicsight, PLC (Jacksonville, FL)

2007 to 2009

**Business Development Manager**

- Identified and recruited key opinion leaders in Radiology and Gastroenterology for product evaluation and enhancement of population diverse database of verified patient CT colonography scan data
- Supported clinicians in evaluating computer aided detection (CAD) software to identify, measure and analyze polyps and indicators of potential colorectal disease
- Interfaced with compliance colleagues on technical data, go to market strategy and messaging
- Collaborated with 3D visualization workstation partners to prepare product launch upon FDA approval
- Served as interface specialist for DICOM, HL-7 and PACS development training
- Oversaw configuration and launch of customer relationship management (CRM) solution

iCAD, Inc. (Jacksonville, FL)

2005 to 2007

**Regional Sales Manager, Southeast**

- Managed a diverse team of Account Managers and Product Specialists
- Supported the sales objectives of OEM channel partners and the entire Southeast distribution network
- Responsible for training, expenses, forecasting and CRM solution launch
- Designed course curriculum for company-wide training on DICOM, HL-7 and PACS fundamentals

BRIT Systems, Inc. (Jacksonville, FL)

2003 to 2005

**Director of Sales and Marketing**

- Identified sales channel partners throughout the United States and facilitated sales training
- Evaluated hospital DICOM study volumes to configure long-term archival architecture
- Coordinated branding efforts and facilitated industry trade shows

Philips Medical Systems of North America (Cleveland, OH)

2000 to 2003

**Regional Service Sales Specialist**

- Honored with membership to President's Board and invited to attend annual corporate leadership summits
- Designed and presented hospital-wide asset management and shared risk programs
- Provided lifecycle, capital equipment contract support to 29 account managers and 12 specialists focusing on PACS, MRI, CT, Cardiology, Ultrasound, Rad/RF and Patient Monitoring

Diagnostic Imaging, Inc. (Nashville, TN)

1998 to 2000

**Account Executive**

- Identified as corporate leadership candidate
- Developed start-up territories and marketed full-line of radiology equipment, products and services

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**EDUCATION**

**Bachelor of Health Sciences *with honors*** – University of Missouri, Columbia

Major: Radiologic Science      Emphasis: Business Management

**Certifications**

PMP (*in progress*)