

Yaritza Cruz-Rivera, PhD.

Learning & Development Strategist | Talent Development Consultant

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 Portland, Oregon

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SKILLS

Instructional Design & Methodologies:

- ADDIE, SAM, Adult Learning Theory
- Needs Assessment
- Curriculum Design
- Train-the-Trainer Programs
- E-learning authoring tools (Articulate, Captivate, iSpring)

Leadership & Strategy

- Talent Development Planning
- Compliance & Regulatory Training
- Learning Analytics
- Succession Planning

WORK EXPERIENCE

Learning and Development Manager

CVS Health/Aetna

11/2021 - Present

Portland, Oregon

- Authored and led the execution of enterprise Learning & Development strategies aligned with corporate goals, compliance requirements, and workforce upskilling priorities.
- Conducted comprehensive needs assessments and performance gap analysis.
- Designed, implemented, and scaled blended learning programs tailored to the needs of diverse employee groups across multiple regions.
- Oversaw the administration and continuous enhancement of the CVS Learning Center (LMS), including curriculum architecture, learner analytics, and system optimization.
- Partnered with Subject Matter Experts (SMEs) and HR Business Partners (HRBPs) to ensure instructional content was relevant, accessible, and strategically aligned with long-term talent development goals.

Learning & Development Specialist Consultant

On Course Design LLC

03/2020 – 11/2021

Portland, Oregon

- Delivered tailored L&D solutions for clients in compliance-driven industries such as banking and healthcare.
- Designed and developed comprehensive onboarding programs and instructor-led training initiatives to accelerate time-to-productivity and ensure culture alignment.
- Created eLearning modules and blended learning frameworks adapted to cross-functional teams and multilingual learners.
- Launched and led Train-the-Trainer programs, building instructional capability across departments and empowering internal facilitators.

WORK EXPERIENCE

Learning and Development Specialist

Santander Bank USA

03/2019 – 07/2021

San Juan, PR

- Developed strategic L&D plans to support organizational growth and workforce readiness in a highly regulated financial environment.
- Designed and delivered onboarding and technical training programs tailored for a multigenerational workforce across customer-facing roles.
- Created and maintained compliance and regulatory training curricula aligned with federal banking standards and internal audit requirements.
- Developed blended learning solutions combining instructor-led workshops, virtual classrooms, and self-paced e-Learning modules for enhanced learner engagement.

Instructional and Learning Technology Professor

Ana G Mendez University

01/2017 – 03/2019

San Juan, PR

- Modernized virtual learning programs and trained faculty in instructional design and educational technology.
- Enhanced digital content quality and ensured alignment with academic and industry standards.
- Delivered training on digital platforms to faculty and students, fostering tech adoption and learning continuity.

EARLY CAREER ROLES

- **Library & Technology Director** – Dewey University (2014–2017): Led virtual library expansion, delivered educational technology workshops, and secured federal grants.
- **Library & Information Specialist** – Sistema Educativo San Juan (2012–2014): Supported STEM students and staff with digital literacy, academic skills, and modern information systems.

EDUCATION

Doctor in Distance Education & Instructional Design

Nova Southeastern University

2014 - 2017

Dissertation: Faculty Basic Competencies for Publishing Moodle Courses at a Private University PR

Fort Lauderdale, FL.

Master in Information Technology

University of Turabo

2011 - 2014

Gurabo, PR

Bachelor in Education

University of Puerto Rico

2004 - 2009

Bayamón, PR



CERTIFICATIONS

Strategic Human Resources Leadership

Cornell University

04/2025

CONFERENCES

Puerto Rico Bankers Association

04/2025

Key Speaker: Training and Development in a Multigenerational Workforce

Microsoft Innovation Forum Panel

2013-2019

Evaluation for Innovative Education Projects

Interamerican University: PEAFAI

07/2015

Key Speaker: Best practices in distance education: Mobile applications and their role in adult education

Library & Information Technology Convention

07/2013

Key Speaker: 21st Century Skills in Education

PROFESSIONAL AFFILIATIONS

Association for Talent Development (ATD)

12217641

[Member Badge](#)

LANGUAGES

English

Spanish

