**About the Author: William V. West**

William West has a distinctive background and experience that spans nearly 30 years in the learning industry. His career originated at Accenture and E&Y, where he focused on the development of their change management and instructional design methodologies. He was managing director at UNext.com and led the development of an accredited online MBA program with several of the world s top business schools. In 2001, he founded a highly successful e-learning firm, Option Six, winning 20 international product awards and 12 awards for entrepreneurship, including three consecutive years in the Inc. 5000. He subsequently held executive positions within two of the largest training development outsourcing providers in the industry: GP Strategies (who acquired Option Six) and Xerox. These are six of the most influential companies in the training industry.



He has consulted with over 50 corporate clients; including 18 within the Fortune 150, 20 in the Global 500, the largest company in 11 of the top industry sectors, includes four of the top five pharmaceutical companies. His teams have experienced nearly one thousand

projects. Mr. West is current the co-founder and CEO of Quantum7, an innovative company focused on improvement of the learning and development industry. Their groundbreaking introduction of the industry’s first Development Management System (ERP) provides business and workflow support for all aspects of learning solutions development operations.

Previous clients include (alphabetically): 3M,

Amway, AT&T, Bank of America, CDW, Cisco, HP, Intel, J&J, Kraft, Krispy Kreme, Lilly, Microsoft, NBC/Universal, Open Text, Papa John’s, Pfizer, Prudential, Roche, Suncor, SunTrust, Toyota, and others. In addition, he led the development team of an accredited online MBA program with Stanford, Columbia, Carnegie Mellon, Chicago GSB, and the London School of Economics, which earned his work an appearance on 60 Minutes.

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