

Richard Van Orden, M.A.

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Dynamic and Tenacious, Entrepreneurial, Innovative, Analytical and Performance/Results-Oriented **Entrepreneur, Innovator, Manager**, with an extensive track record of achievement.

- * Uniquely skilled in operational management, process improvement, business analytics, corporate strategy, risk management & finance with comprehensive knowledge of organizational & project management, marketing, training/development, instructional training, learning & development, knowledge management, change implementation and sustainability, financial/project and ROI analysis, reporting, company/industry valuation analysis, modeling, and qualitative/quantitative analysis.
 - * Demonstrated success at maximizing profit, minimizing risk, analyzing & solving problems, generating profitable opportunities, proactive 'value add' solution decision making & engineering, implementing and managing complex strategy models through continuous improvement process execution.
 - * Proficient in technology relevant to performance analytics, workflow management, task automation performance, knowledge dissemination and management, course/instructional development, content delivery and student/teacher performance and outcome assessment.
 - * Highly capable in instructional design methods and in the assessment, planning, development, implementation and evaluation of educational course needs and programs.
 - * Talented instructor and college-level educator with specialty in course development including virtual/online education, learning strategies, methodologies and pedagogy.
 - * Futurist Forward Design Thinking and Learnnovator accomplished in new mobile multi-device ubiquitous learning strategies that facilitate engagement, participation, and individual-competency-adaptive-social-based measured solutions aligned with core business objectives and skills-based performance outcomes.
 - * World-class professional, extensive international experience: 23+countries.
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Professional Experience

Funding Opportunities America, LLC.

8/2018 – Present

Residential/Commercial Mortgage Brokerage Owner/Managing Member
Qualified Individual (1/2019-Present) & Chief Executive Manager

- Responsibilities Include Administrative, Sales, Marketing & Operational Oversight for the Brokerage.

American Nationwide Mortgage Company, Inc.

5/2018 – 11/2018

Mortgage Loan Originator

TAM Lending Center

11/2017 – 5/2018

Mortgage Loan Originator

Academic Affairs, Middlesex County College, Edison, NJ

11/2015 – 6/30/2017

[Two-Year, Middle States Association of Colleges and Schools accredited New Jersey Commission on Higher Education licensed institution offering 88 Degree and Certificate Programs with majors in Liberal Arts, Business, Accounting and Legal Studies, Health, Protective Services, Engineering Technologies, Education and Computer Science to a population of over 12,000 undergraduate students]

Instructional Designer, acting - transitional – Maintenance & Support of existing LMS environment, faculty-user base and classroom/course content with transitional role in establishment of replacement eLearning department and LMS solution.

- Maintained and supported the current LMS environment, (add-ons, integrations, courses, content, etc.) as the only member of Instructional Design for over 200 full-time and more than 500 part-time faculty members resulting in a current full-semester weekly support average of 14.9 supported calls.
- Supported Faculty Shareholders in designing/developing 14 new/revised courses offerings based upon department 'need' with noted improvements in universality and accessibility.
- Completed a thorough in-depth evaluation of the existing LMS environment, proposed and implemented configuration/design changes after identification of configuration weaknesses and process/design areas resulting from the 2003 LMS installation process.
- Developed and implemented a google forms customer relationship/service management - response database for recording of Instructional Design support requests and activity outcome; the first and only such system implemented at the institution; recommended ERM institutional deployment.
- Designed and recommended re-implementation process and/or process/design change implementation for existing LMS to improve utilization and maximization of functional use and increase outcome success rates of faculty and student learners.
- Directed an Online Authentication and Proctoring Problem Solving Assessment and Comparative Analysis of which the Design-Win Decision Solution Outcome Plan resulted in the implementation and management of Examity Proctoring with an annual cost savings of over \$7,500.
- Conducted a Comparative Service Analysis of Online Tutoring Services for management decision making and selection of Tutor.com for the Collegiate Veteran Services Organization.
- As a member of the LMS evaluation/selection committee, Collaborated with college stakeholders to close gaps in learning outcomes and overcome challenges for improved results whereby contributions included conceptions that included the; (1) design and presentation of a qualitative evaluation and analysis process for implementation to review potential alternatives to current LMS solution provider, (2) construction of an RFI vendor response process for solicitation of potential alternatives to evaluate (3) coordination and maintenance of a vendor response preparation/submission process and vendor submitted tenders for committee evaluation, (4) management of potential vendor relations throughout the process including design and sponsorship of vendor solution presentations to the college faculty community, and a Microsoft Office 365 Yammer discussion forum application for faculty to view cataloged/indexed recorded vendor presentations and create an open dialog regarding the technology to provide feedback on the presenting vendors thereby achieving faculty contribution to committee review decision outcome and vendor selection, and (5) setup and management of sandbox systems for all potential vendors coordinating the committee members access to sandboxes for review of vendor solutions.
- Designed and proposed a comprehensive migration plan and next practices implementation for transition of all legacy LMS course classes to a new LMS in conjunction with train-the-trainer training and support processes to improve LMS process and functionality utilization in conjunction with quality standards benchmarking, best-practices approaches, training measurement and curriculum creation and re-evaluation for new learning strategy deployment.
- Conducted Need Analysis resulting in a Problem-Solution Outcome Suggestion, and Produced Proof-of-Concept of a web-based LMS service outage reporting/warning forum/Email-SMS notification system to improve efficiencies in reporting, diagnosing and correcting functional and operational outages whereby users would, through buy-in registration, receive instant criterion-based notifications of 'real-time' LMS issues.
- Designed and proposed Publisher Textbook Resources/Tools LTI LMS integration plan for all existing departmental required textbooks expanding learner digital resource accessibility to improve universality and increase access via single sign-on and system of systems deployment methodology thereby enhancing utilization for improved student outcomes.
- eLearning Pilot Programs:
 - Developed and implemented college's first-ever required synchronous live-streamed online class utilizing various online whiteboard screen-sharing audio/video collaborative

applications; outcome achievement: 29% decrease in dropout rate and 203% increase in average final grade outcomes compared to traditional online classes.

- Adopted and adapted a Psychological/Behavioral assessment solution utilized in a pilot application for online learning student performance early warning indication and success outcome prediction; outcome achievement results pending completion.
- Proposed and assigned (Summer 2017 – US History I) college's first-ever combined online and hybrid course offering whereby synergy achievements could be explored by mixing live-stream online class participation and live-classroom in-person participation in live-streamed team/group discussion activities as part of the learning strategy for the subject curriculum.

**Online and Learning Resource Technologies,
Essex County College, Newark, NJ**

9/2013 – 11/1/2016

[Two-Year, Middle States Association of Colleges and Schools accredited New Jersey Commission on Higher Education licensed institution offering 48 majors to a population of over 12,000 undergraduate students]

Program/Course Developer & Coordinator - Instructor Certification & Evaluation, LMS Structural Design & Implementation, & Online Resources Process Mapping, Evaluation & Revision Improvement Procedure Creation, Reevaluation and Improvement.

- Developed, deployed, enhanced and maintained content and learning strategy methodologies and techniques for a total of 88 courses in seven subject category areas.
- Developed, standardized & deployed (institution-wide): (1) course structure design template, (2) technologies and systems for maximization of ease & use, (3) accessibility and universality, (4) assessment and user success outcomes, and (5) other best practices.
- Guided and assisted in creation of process and procedural guidelines for online course development, implementation, evaluation, improvement and management operational plan for semester by semester implementation, enhancement and design/creation.
- Adapted and improved external instructor training content & management system for institutional use whereby required training of 100% of teaching personnel resulted in a 40% decrease in support calls semester over semester after implementation.
- Managed four content providers/publishers and coordinated content provisioning and assimilation with institutional content to develop and maintain the institutional course/program library.
- Managed approximately 5 to 8 temporary (semester by semester, course by course assigned) faculty developers who contributed to current course maintenance and new course development design objectives according to subject matter while interfacing with department curriculum coordinators and department chairs.
- Managed and enhanced LMS vendor support relationship to ensure Moodlerooms plug-in adoption and course shell improvements for operational efficiency and coordinated enhancement solution installation with the institutions IT Department to ensure zero fault implementation according to IT best practices and department production availability time schedule.
- Managed and coordinated TurnItIn LMS add-on technology and vendor relationship while increasing add-on utilization institutionally-wide on average by 38% semester over semester.

Course Designer – Humanities/Social Sciences: United States History I & II, World Civilization I & II, Political Science & Government

Lead Faculty Course Designer responsible for the design and development of online courses

- Evaluated traditional classroom course components in preparation for online adaptability
- Adapted content, assessment techniques, learning process & learning objectives for online delivery

- Integrated the institutionally developed course with publisher's course content template to deliver final comprehensive course template that will be used by all instructors at ECC for the above disciplines
- Directly responsible for development and ongoing maintenance of course content and learning strategies for 5 subject course templates that have been deployed since 2013
- Implemented computer managed blended learning strategy methodologies and techniques to reinforce virtual learning

Adjunct Professor & Instructor, New Jersey

2011 – Present

[Institutions: Centenary College, Essex, Middlesex, Raritan Valley, Sussex, & Warren County Community Colleges]

Non-Credit Courses/Professional Studies Subjects – Accounting, QuickBooks, Introduction/Preparatory Course in Finance for the CFA/MBA-bound, Valuation Techniques, and Transitional Career Seminars.

- Author of “Analytical History: Building Analytical Skillsets in Liberal Arts History Courses – Progressive Teaching Methods”
- Developed and employed 100% online class/course shells for ECCC and RVCC
- Developed and employed new and unique course offerings and updated course content addressing subject areas of growth in the non-credit course market
- Revamped and adapted computerized accounting course to address target audience needs achieving a 150% increase in enrollment within two instructional calendar semesters
- Created, designed and integrated Individual Job Plan (web based IJP) with apprenticeship skills training content for health sciences certification courses

Credit Course Subjects - World Geography, Cultural Geography, U.S. History I, U.S. History II, Western Civilization I, Western Civilization II, World Civilization I and World Civilization II.

- Utilizes technology to associate content to modern contemporary events, circumstances & theories
- Employs primary sources critical thinking exercises to connect learning outcomes and their relationship to the present
- Inspires not only an understanding of course content but discussion of the many changes in human history, knowledge of the important societies and cultures as related to our modern era
- Facilitates the use of media with a combination of interactive techniques that include small group exercises, student participation, topical discussions & presentations, reading & writing assignments
- Cultivates small group discussion practices (requiring preparedness, employing open-ended questions, posing questions and leading discussions) through interactive learning thereby expanding the focus from learning facts, methods and concepts to developing essential skills such as critical thinking, writing, and crafting arguments from evidence

Van Orden Associates, Netcong, NJ

2006 – Present

[Independent Freelance Consultant & Financial Analyst to small and medium-sized firms]

Consultant - Management Consultant to small and medium-sized businesses in manufacturing, retail, personal services, technology, internet and media sectors of multiple industries. Proficiencies include: Project Management, Change Management, Organizational Framework Advisory, Leadership Development, Performance Management, Knowledge Management Initiatives, Workforce Planning, Career Development Initiatives, and Human Capital Risk Management.

- Determined appropriate Change Management Model in consultation with senior management and stakeholders directed the production of a Change Management Plan for a small business
- Developed Framework and Course/Training Criteria/Syllabus for a Finance Courses (basic, intermediate, & advanced), Equity Evaluation Courses/Training & Business Analytics Software Training
- Developed and Implemented Instructional Content Framework for Transitioning Careers, Off boarding, Redeployment, Change Management & Downsizing Plans

Strategist - Corporate Strategy & Financial Strategy. Proficiencies include valuation, capital-raising, industry & market analysis, trending, acquisition & partner exploration and plan development, institutional research & evaluation, and regulatory & financial compliance planning.

- Produced management strategy, operational & decision judgment process improvement plans
- Developed, conducted, compiled, evaluated and analyzed results of client satisfaction survey resulting in direct development of an organizational internal improvement plan for client retention
- Conducted and Managed Institutional Research projects relevant to key investment priorities
- Designed and Implemented compliance evaluation requirements relevant to key investment initiatives

Visionary Holding Group, Morristown, NJ

2005 – 2007

[Start-up Real Estate Development Company consisting of equity partner board members and equity based executive officers]

Vice President of Real Estate Development & Acquisitions

- Designed a real estate development plan for 3+ acre 150MM mixed-use residential/commercial project resulting in a joint-venture development project with private investors and a commercial real estate developer raising \$14MM in equity investment
- Advised & assisted asset management firm in the pricing and underwriting of real estate transactions
- Managed and performed property due diligence, including touring properties, preparing cash flow projections, analyzing historical operating information, conducting market research, joint venture modeling, development proposals, structured finance plans & prepared/presented 'pitch' presentations

Absolute Image, Inc., Morristown, NJ

1995 – 2010

[Personal Services Small Business in the Beauty, Health & Wellness Industry, Start-up to \$1.7MM in revenues employing a maximum of 19 employees]

Founder (1995 – 2004)

- Developed and maintained strategic plan for business operations, staffing, sales and marketing
- Developed capital-raising plan and secured \$1MM in start-up funding; equity & debt instruments
- Developed & Implemented startup/expansion plan (400 sq ft - 3 staff to 5000 sq ft – 19 staff facility) resulting in build-out of new facility, boosting capacity & enabling growth
- Evaluated Franchise versus Chain Building Plans & Executed Franchise Expansion Initiative

Vice President of Business Development & Corporate Strategy (2004 - 2010)

- Coordinated all strategic planning, finance, budgeting and forecasting operations achieving revenue growth to \$1.7MM by 2010 while improving quality, productivity and customer satisfaction reducing operational costs and profitability through increased volume and quicker turnaround service times
- Designed, implemented & managed an outreach & partnership program resulting in establishment of successful satellite operations and off-location services generating revenue growth of 35%

- Drove profitable launch of additional boutique services including Medi-Spa & Health/Wellness offerings resulting in an 8% increase of overall corporate profitability with contract revenue generation
- Managed, Evaluated, Re-structured, Re-instituted revenue performance/staff compensation plan whereby Educational Incentives, Training, and Compensation Bonuses drove staff performance increasing revenue 20% year-over-year for five consecutive years with a total of 14 revenue producing employees
- Developed & Initiated Technology Improvements & Best-In-Class Processes and teams, transforming organization & creating performance metrics that resulted in additional performance compensation components, increased on-location & off-location service revenue & overall service profitability by 3%
- Initiated cost savings plans thereby decreasing operational and inventory costs by 7% and reducing financing costs by an overall 15% through restructuring
- Prepared Organization for Acquisition through the development and successful conclusion of a business exit plan and sale of business operations

Treasurer (1995 – 2010)

Communications Product Development, Inc., Vancouver, WA

2001 – 2004

[A Global Private Pre-paid Telecommunications Technology System OEM & Integration Co. with 35+/- Employees]

Director Sales, North America (with Global New Business Development Executive duties)

- Directed sales initiatives throughout North America increasing sales over 23% in territory
- Implementation of professional services initiatives resulting in addition of new revenue streams
- Successfully established international economic feasibility consulting initiatives resulting in contracts with post-communist countries resulting in prepaid Wireless, Telecom and VOIP/IP implementations in the Ukraine, Uzbekistan and other Eurasian countries
- Global Travel & Trade-show experience to countries including Europe, former Soviet bloc countries, South East Asia, & The Middle East

Dialogic, Inc., (acquired by Intel in 1999), Parsippany, NJ

1997 - 2001

[Public Global Telephony OEM/Manufacturer with 1400+/- Employees in 1997; in 1999 becomes Dialogic Corporation, an Intel Company]

National Account Manager, NW Territory (1998-2001)

- Grew sales & new accounts through management, technical support & training, professional services, product development & marketing of Telephony OEM solution providers that utilized Dialogic technologies thereby achieving new customer sales totaling \$1.6MM
- Achieved President's Club designation for exceeding \$6.5MM sales quota in territory

OTHER/PRIOR EXPERIENCE

President & Founder: Millennium Merchandiser.com; lost equity financing in 2001, during DOTCOM crises.

Buy-side Financial Analyst, Consultant & Advisor to asset management companies and hedge funds. Major market sectors include P&G, TM&T, & Real Estate, Resort & Entertainment. Proficient in Due Diligence, Risk, Merger & Divestiture Analysis & Activities in the Distressed Debt & Corporate High Yield Bond Market.

President & Founder: Commonwealth Service Corps, a non-profit youth corps & job training organization.

Staff Assistant/Caseworker: United States Senate, The Honorable Harris L. Wofford

Special Assistant to the Secretary of Department of Labor & Industry: Pennsylvania, Harris L. Wofford

EDUCATION

Harvard University; Harvard Extension School **Present**

Degree Candidate - Master of Liberal Arts, Management and Finance, Field: Finance/Management

Investment Banking Institute **New York, NY, July 2010**

Financial Modeling and Valuation Training Program - Comparable public company analysis, Precedent transactions analysis and Discounted cash flow (DCF) analysis, Financial Statements Projection Model, LBO Model, Accretion/Dilution Merger Models, Operational and Capital Structure Sensitivity Models and Data Table Sensitivity Analysis

University of Scranton **Scranton, PA, June 1992**

Five Year MA/BS Joint Degree Program

Graduate Degree GPA 3.40/Undergraduate GPA: 3.19

History/Political Science

CERTIFICATIONS & ADDITIONAL INFORMATION

QM Certified, Independent Applying the QM Rubric,

QM PROGRAM A NATIONAL BENCHMARK FOR ONLINE COURSE DESIGN

January 2014

QM Certified, Peer Reviewer Course,

QM PROGRAM A NATIONAL BENCHMARK FOR ONLINE COURSE DESIGN

May 2016