

HECTOR CASTAÑÓN

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PROFESSIONAL SUMMARY

Senior Instructional Design and Training Specialist with 20+ years of experience driving strategic learning programs across pharmaceutical, biotech, medical device, and data analytics sectors. Proven expertise in curriculum development, facilitation, and performance-based training with a focus on measurable business outcomes. I am adept at designing scalable learning solutions, aligning learning strategies with organizational goals and managing training operations. Bilingual in English and Spanish.

CORE COMPETENCIES

Learning Strategy & Analysis: Needs Assessment and Gap Analysis | Learning Objectives Alignment | Evaluation Models

Instructional Design & Development: ADDIE | Adult Learning Principles | Curriculum Design (ILT/vILT/eLearning)

Training Delivery & Facilitation: Facilitation (In-Person & Virtual) | Web Conferencing Platforms (Teams, Zoom, WebEx)
Coaching & Performance Support | Professional Skill Development | National, Launch, Expansion, Regional and POA Meetings

eLearning Development: Articulate Rise | Adobe Captivate | Camtasia | LMS Integration | SCORM | xAPI

Multimedia & Technology Tools: Adobe Creative Cloud (Acrobat, Photoshop, Premiere Pro, Audition, InDesign) | Audacity | MS Office (PowerPoint, Word, Excel) | SharePoint | Copilot | ChatGPT | Gemini

PROFESSIONAL EXPERIENCE

Catella Consulting Services | Contract – Staten Island, NY (Remote)

President & Principal Consultant | Contract

Mar 2025 – Present

- Delivering contract-based instructional design, content development, and sales training support for pharmaceutical, biotech, and healthcare clients.
- Supporting projects involving eLearning development, leadership training, and performance improvement aligned with business needs.

Encompass Learning and Communications – Edgewater, MD

Senior Instructional Designer (Remote: Contract to Full-time)

Sep 2020 – Mar 2025

- Designed and developed learning content for clients including Teva, Novo Nordisk, GSK, Alexion, Viiv, and Theravance.
- Contributed to 400+ sales training projects, including design documents, PowerPoints & leader's notes, worksheets, and sales aids.
- Developed training content for in-house training, National, POA, Launch, and Post-Launch meetings covering product knowledge, competitive positioning, clinical insights, selling skills, business acumen, and leadership development.

Demant A/S – Somerset, NJ

Program Manager and Instructional Design (HearingLife)

May 2019 – Aug 2020

- Directed and assisted in the development of 20 in-house and remote field trainers to support corporate expansion.
- Delivered live training that targeted learning objectives and improved performance across 75 newly acquired audiologic centers.
- Packaged SCORM-compliant eLearning modules and deployed to client LMS platforms, ensuring tracking of learner progress, quiz scores, and completion status.

Sales Training Manager (Your Hearing Network)

Aug 2018 – Apr 2019

- Led training for 12 new hires during the launch of the *Your Hearing Network* platform, including facilitation, evaluation, and certification.
- Developed onboarding content covering pre-call planning, objection handling, features and benefits, closing for commitment, and cognitive dissonance selling.

Dodge Data & Analytics – Hamilton, NJ

Sales Enablement Training Manager

Jan 2017 – May 2018

- Utilized accepted instructional design methods to produce and deliver all learning solutions using live and eLearning platforms to 60+ new hires with topics including industry and product knowledge, selling skills, and competition.
- Improved on-boarding process reducing new employee ramp-up-time and learning curve from 6 months to 3 weeks.

Espero Biopharma (Start-up) – Jacksonville, FL

Senior Training Manager: Cardiovascular

Jul 2016 – Dec 2016

- Built new hire and advanced training programs for start-up in preparation for a cardiovascular drug launch.
- Applied ADDIE methodology to produce all training modules and coordinated launch meeting logistics.

Simple Computer Repair (Start-up) – Staten Island, NY

Franchise Owner and General Manager

May 2013 – Jun 2016

- Led daily operations and managed a team of 3 technicians, overseeing customer service, sales, and technical service delivery.
- Managed all business operations—management, marketing, inventory, bookkeeping, vendors, and customer acquisition.

Celgene Corporation (Now Bristol-Myers Squibb) – Summit, NJ

Commercial Training Manager: Solid Tumor

May 2011 – Apr 2013

- Trained 120+ oncology sales representatives over a two-year period by delivering monthly onboarding and Phase 1–3 training programs.
- Collaborated with cross-functional teams to develop and facilitate core, advanced, and National Sales Meeting curricula, ensuring consistent learning outcomes and field readiness.

Schering-Plough Pharmaceuticals (Now Merck & Co.) – Kenilworth, NJ

Senior Training Manager • Regional Trainer • Sales Representative

Apr 2000 – May 2010

- Trained 2,000+ Cardiovascular and Respiratory sales representatives through onboarding, advanced training, National Sales Meetings, Product Launches, Expansion Meetings, and Regional POAs over a five-year period.
- Facilitated 3-week onboarding and 1-week advanced classes covering clinical knowledge, competitive positioning, business acumen, territory management, managed care, and role-play certification.
- Awarded Schering-Plough Field Force Development Trainer of the Year.

TEACHING EXPERIENCE

Mathematics Instructor

- Adjunct Faculty Member: University of Texas Rio Grande Valley | Texas Southmost College – Brownsville, Texas
- Full-time Member: Brownsville Independent School District | Los Fresnos Independent School District

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Certified Trainer:** Customer Focus Selling®, DiSC Personality Styles®, Dimensions of Professional Selling® (DPS), Perceptive Communications®, and S.O.A.P. Clinical Selling.
- **Leadership Development:** Schering-Plough Area Talent & Development Center Leadership Program
- **Completed training seminars provided by:** Dale Carnegie, Ken Blanchard, Bob Pike Group, Carew International, Langevin Learning Services, Point Taken Consulting, Romar Learning Solutions, and Disney Institute
- **Texas Education Agency:** Mathematics (6-12) Lifetime

EDUCATION

- **B.S. Mathematics, Minor: Education,** The University of Texas Rio Grande Valley