

## PROFILE | GUS PRESTERA, PHD



### RESUME:

- Over 15 years experience in learning, performance, and coaching
- Experience in retail, food service, pharmaceutical, and financial sectors
- Ph.D., Instructional Systems with Management minor, Penn State University
- MBA, Penn State University;
- B.S., Marketing, Saint Joseph's University
- Specialties: Performance-based instructional design, E-Learning, Analysis and Evaluation
- Was Executive Director of Client Services for PDG; President of effectPerformance, Inc.
- Was Project Manager and Senior Instructional Designer for Allen Communication (Mentergy)
- Was Training Manager and managed retail units for Pet Valu, Paws, and Discovery Zone
- Active member of ISPI, ASTD, Philly ASTD, and the E-Learning Guild
- Adjunct Professor, Penn State University

### CONSULTANT PROFILE

# PRESTERA FX

training & consulting



### BIO:

Gus Prestera is a learning and performance improvement strategist, a Certified Performance Technologist (CPT), and President of Prestera FX, Inc. As a partner at Performance Development Group (PDG), Gus oversaw all of Client Services for a 100-person consulting firm. Prior to that, he owned and operated EffectPerformance, Inc., a 15-person custom training shop. Gus holds his Ph.D. in Instructional Systems, an MBA, and a BS in Marketing. Gus combines extensive practical experience with a broad knowledge base. Specializing in performance-based instructional design and e-learning, Gus has helped organizations in various industries analyze, design, develop, implement, and evaluate training programs and curricula.

### ROLES:

- Principal, Prestera FX, Inc.
- Learning and Performance Strategist
- Performance Improvement Consultant
- Instructional Design Architect
- Project Manager