



John is a strategic business leader and recognized expert in learning & development and human capital business advisory services. He has over twenty years' experience leading federal government programs for DoD and civilian agencies and providing subject matter expertise in support of learning and development initiatives. John has a proven track record launching and growing new business units and initiatives, including strategy, business development, operationalizing new capabilities, and eminence building through industry and client engagements. building and mentoring cross-functional teams and providing creative direction in the design and production of interactive educational content. He is the creative director for over 150 award winning serious games, simulations, communication campaigns and eLearning. He is a frequent speaker on digital media design, learning technology and organizational performance including serious games, personalized learning, and market trends related to learning and performance in the workplace.

#### PRINCIPLE AREAS OF EXPERTISE

- |                                   |  |                                |
|-----------------------------------|--|--------------------------------|
| + Innovative Senior Leader        | + Creative Direction                   | + Business Development         |
| + Strategic Planning & Analysis   | + Media Production                     | + Capture Management           |
| + New Program Development         | + Serious Games                        | + Vendor/Partner Relations     |
| + Manage and Mentor Diverse Teams | + Educational Technologies             | + Marketing/Conference Speaker |
| + Project/Program Management      | + Technology-based Learning Modalities | + Industry Thought Leader      |

#### EDUCATION

BFA, Rhode Island School of Design, 1994

HCS, Human Capital Strategist, 2015

#### PROFESSIONAL WORK EXPERIENCE

**Vice President, Human Capital and Business Advisory Services:** Fors Marsh Group, LLC, Arlington, VA. (March 2018– Present). John leads the FMG Human Capital and Business Advisory Services Practice Area which includes a Learning & Development Division, an Organizational and Workforce Consulting Division, and Organizational Behavior Research Division. John works with Directors in each of these Divisions to operationalize organizational vision, strategy, and policy; to ensure client delivery excellence; and drive growth and development of the practice area. Highlights include:

- + Conducted organizational re-alignment to create the Human Capital and Business Advisory Services Practice Area that includes organizational research, L&D, and human capital consulting
- + Oversee a \$40MM+ total contract value portfolio
- + Provide subject matter expertise in advanced learning technologies across L&D portfolio
- + Performed role as Program manager for \$8MM/year education and outreach contract for CMS

- + Drive growth and delivery strategy, including leading capture and proposal efforts, brokering partnerships and teaming, and promoting forward leaning technical and pedagogical solutions to meet clients needs

**Director of Learning & Development:** Fors Marsh Group, LLC, Arlington, VA. (March 2017– March 2018). John and his team, work with other divisions within Fors Marsh Group to extend the application of research into new learning and development services for clients. John leads the analysis, design, development, implementation and evaluation of a broad set of learning solutions including digital video, mobile applications, serious games and eLearning. John leads the internal production capability for courseware development and provides subject matter expertise on the use of learning technologies and adult learning principals. Highlights include:

- + Launched, grew and staffed the Learning & Development Division
- + Lead the capture and program execution of a \$20MM total contract value portfolio across six federal agencies and DoD
- + Captured, staffed and currently executing a \$30MM ceiling single award BPA supporting GSA Center for Acquisition Professional Excellence
- + Provide subject matter expertise in advanced learning technologies across L&D portfolio
- + Develop strategic teaming partnerships, negotiate contracts and manage proposal development for the Division

**Principal:** Lowcus, LLC, Arlington, VA. (December 2016 – Present). Launched consultancy that provides business development strategy and execution support in the learning & development field with a focus on educational technology. Services include consulting to organizations that are developing new lines of business within the federal government sector and associations, including growth strategy, capture management, proposal management and pricing strategy; Provide support for operationalizing organizational performance capabilities including developing cross functional teams, and implementing production process and methodology; Provide consulting on advanced learning and performance technologies including enterprise social media, serious games and interactive media. Highlights include:

- + Provided growth strategy consultation to Human Capital and Training Solutions, (HCaTS) contract awardees
- + Developed strategic plan for launching an eTraining capability focused on government sector
- + Provided consultation for learning analytics product launch
- + Provide consultation for online training program product launch

**Program Manager:** Carney, Inc., Alexandria, VA. (January 2015 – December 2016). Launched Strategic Human Capital line of business. Program emphasis is on organizational development consulting, and integration of supporting educational and performance technologies including enterprise social media and collaboration platforms, and digital media. Responsible for developing top-line growth and managing program operations to ensure profitability; demonstrate thought leadership through conference presentations and participation in other industry events; act as alternate program lead including recruiting/hiring, strategic planning, financial planning and management, and subcontractor, vendor and staff management.

In this capacity, John has managed high visibility projects in challenging operational environments with multiple subcontractor team members. Clients include Veterans Affairs, National Archives and Records Administration, Department of Defense, and Centers for Disease Control and Prevention with services focused on learning and performance technologies, strategic communications, digital media production, online educational content, and organizational development. Highlights include:

- + Launched Strategic Human Capital Program, including capture, award and management of 2.5 million dollars in new business with Centers for Disease Control (CDC), National Archives and Records Administration (NARA), and Veteran's Affairs (VA)
- + Led the capture of the HCaTS contract vehicle for training and human capital resulting in award for both training and organizational development services
- + Managed a team consisting of multiple sub-contractors and teaming partners in the execution of a multi-task educational technology and leadership development effort that reaches over 300,000 Veteran's Affairs employees
- + Developed new organic business within NARA resulting in the post pilot, public launch of the external collaboration platform "History Hub"
- + Provided strategy, marketing and integration consulting to NARA's Office of Innovation in support of their Internal Collaboration Network which supports over 2,500 employees; and externally facing History.gov initiative which supports over 10,000 active researchers each month
- + Represented the organization as a thought leader in use of technology to support organizational performance through industry conference presentations

**Chief Creative Officer:** Carney, Inc., Alexandria, VA. (January 2008 – December 2015).

Applied strategic capture process to produce top-line revenue growth in new and existing markets within the federal government. Provided creative direction on all digital media projects including serious games, eLearning, websites, mobile apps, branding and communication. Applied knowledge of ADDIE, (Analysis, Design, Development, Implementation, Evaluation), adult learning theories and principles, and designing with technology to produce award winning deliverables. Consulted with internal teams and clients on best ways to use media and technology to achieve organizational goals. Collaborated with multidisciplinary teams to determine vision, requirements and scoping for interactive media production. Hired, developed, mentored and coached cross functional teams including software engineers, digital artists and quality assurance. Identified and managed external vendors and partners to offset internal team in the development of multiple concurrent projects. Designed and implemented marketing strategy to promote Carney as an industry leader. Highlights include:

- + Lead the capture of new business with a bid value of \$4,950,000
- + Successfully led the capture of two new contract vehicles for federal government agency with a combined contract ceiling of \$5,000,000
- + Served as member of executive leadership team responsible for contributing to strategy and supporting the growth of the organization from \$4M to \$32M in revenue
- + Led the conception and creative development of a series of ten serious games for the U.S. Army that generated more than 20,000 plays within the first two weeks of launch
- + Oversaw conception and creative development of the serious game Cyber Challenge played by more than 5 million federal government employees for the Defense Information Security Agency (DISA)
- + Developed internal HD video and audio production capability including lighting, shooting, professional audio recording and editing as well as motion capture and advanced rendering capability, along with associated process and workflow to facilitate cross-department collaboration and communication
- + Produced marketing campaign for the Tanzania Education Fund including websites, documentary video production, and print. Responsible for creative direction, on location video shoot, sourcing and managing external creative
- + Served as lead designer on multiple interactive media projects for commercial and government clients. Responsible for creative direction, digital media production, UX and interaction design
- + Founding Director of JAMTECH™, the premiere build-a-game in a day event, working with local students to develop STEM skills through programming

**Creative & Marketing Director/Creative Manager/Digital Artist/Animator:** Carney, Inc., Alexandria, VA. (June 1998 – January 2008). Accountable for supervising production team including artist/animator, quality assurance, and software engineering personnel, managing their time to address client needs effectively and efficiently. Worked closely with client managers to define scope and develop visual treatments for digital media solutions. Served as lead designer on commercial and government client projects. Created project plans and managed the efforts of a cross functional team to budget and schedule. Responsible for designing and executing an annual marketing and communications plan focused on developing an opt-in network using social media, online and in-person events, and communication campaigns. Developed and managed relationships with external vendors to support campaign development and execution. Highlights include:

- + Lead digital artist for all commercial accounts
- + Directed video production including shooting, audio, and post-production.
- + Hired and supervised a thirty-person digital art team
- + Creative direction on over 100 award winning interactive multimedia projects, recognized by Brandon Hall, Horizon, Omni, and Axiem awards
- + Served as frequent lecturer and presenter at university and industry conferences on digital media including visual and interaction design, and web technologies
- + Developed and implemented annual multi-channel marketing plan resulting in 3,000+ person opt-in network using social media including blogs, webcasts, and industry conference presentations.

**Manager of Operations and New Media:** Educational Film Center, Annandale, VA. (November 1994 – June 1998). Managed the documentary production facility including maintaining all camera, lighting, sound and off-line non-linear editing equipment. Supervise the work of interns. Research and acquire archival footage and maintain film library. Crew on-location shoots throughout the United States. Produce CD-ROM and online interactive multimedia content. Highlights include:

- + Designed and developed a twelve-part interactive multimedia program as a part of documentary series funded through the National Science Foundation
- + Provided on-location documentary sound recording for New York Times Live from the Past
- + Production and post-production support including research, on-location shooting, off-line editing, motion graphics on multiple documentaries including “one Woman, One Vote” a PBS special which premiered on “The American Experience”

## PROFESSIONAL AFFILIATIONS AND OTHER ACCOMPLISHMENTS

- + Executive Board of Advisors, George Mason University Gaming Institute
- + Board of Advisors, George Mason University Learning Technologies
- + Founding Director of JAMTECH, a bi-annual event for high school students to develop an online game in one day
- + Media Consultant for the Tanzania Education Fund, (Tanzaniaeducation.org)
- + Trained in Shipley methodology for capturing new business and proposal writing
- + Judge for Annual Serious Play Conference, Serious Games competition
- + Judge for Annual Serious Games Showcase and Challenge, IITSEC
- + Have held Top Secret Clearance

## SELECT PRESENTATIONS, PANELS, AND POSTS

Low, J. (2021). Reimagining the Governments Learning Ecosystem. ATD Government Workforce Summit, Washington DC.

Low, J. (2021). [A Thriving Government for a Virtual Future](#). Association for Talent Development (ATD)

Low, J. (2021). Hacks, Apps, Sites & Tech. Regency Education Forum, Haymarket, VA.

Low, J. (2019). Trust in Tech: Who's behind the curtain? Regency Education Forum, Haymarket, VA.

Low, J. (2016). It's Hard to Stand Still on a Moving Train – A Review of the Most Important Technologies over the Next Five Years. Regency Education Forum, Haymarket, VA.

Low, J. (2016). The Evolution of Work and Performance Support. eLearning Guild, Learning and Performance Ecosystem Conference, Orlando, FL.

Low, J. (2015). Always On: Designing for Continuous Development Using the Performance Eco-System. Enterprise Learning Conference, Fairfax, VA.

Low, J. (2014). Social Government: Continuous Development Environments for Federal Agencies. ASTD International Conference, Washington, DC.

Low, J. (2013). Cyber Challenge. Serious Play Conference 2013, Redmond, WA.

Low, J. (2013). Mobilizing a Digital Government: A Practical Approach to Building Apps. ASTD International Conference 2013, Dallas, TX.

Low, J. (2013). General Session - 25 Years Later: The Evolution and Transformation of PS. eLearning Guild Performance Support Symposium 2013, Boston, MA.

Low, J. (2012). Natural User Interface Design Principals. eLearning Guild Online Forum, Alexandria, VA.

Low, J. (2012). Panelist on Virtual Environments in the Workplace. Elliott Masie Learning Conference, Orlando, FL.

Low, J. (2012). Shine a Light: An Approach to Performance Oriented Design. Serious Play Conference 2012, Redmond, WA.

Low, J. (2012). eLearning or e-Waste of My Time... Getting More Using Serious Games. Innovations in eLearning Symposium, Fairfax, VA.

Low, J. (2012). Invited speaker on the topic of design considerations when developing mobile content for the federal government. GameTech, Orlando, FL.

Low, J. (2011). Natural User Interface Design Principles. mLearning DevCon, New York, NY.

Low, J. (2011). Augmented Reality for Training and Performance Support. SALT New Learning Technologies Conference, Orlando, FL.