

Dennis Griffin, Ed.D.

Learning strategy & talent development leader

I lead learning strategy and talent development, build teams, and set standards that help them deliver. I bring 15+ years across learning, research, and measurement, connecting capability priorities to the work people need to do.

Dr.GriffinOH@gmail.com | www.DennisRGriffin.com

Columbus, Ohio · Hybrid and remote | LinkedIn: dennisgriffin1

Selected contributions

Figures are approximate and reflect my account of the work.

- Rebuilt evaluation for more than 100 courses. The Nationwide Learning Leaders Council adopted the standard across the enterprise.
- Brought stakeholder feedback in earlier and introduced rubrics and a tiered build menu. Development time dropped from six to eight weeks to about three.
- Built the learning measurement function across five Claims lines of business at Allstate. Grew the team from one colleague to four.

Experience

Practice Leader, Research, Intelligence and Insights

Allstate Insurance | January 2025-October 2025 | Sales Enablement and Data Analytics

- Built a distribution research and insights function and put its operating practices in place.
- Used field research, survey findings, and workflow evidence to recommend where people needed support.
- Led research practices including Agent Voice, persona research, pulse survey design, and change readiness work.

Learning Measurement and Insights Leader

Allstate Insurance | December 2021-January 2025 | Allstate Claims University

- Built a learning measurement function across five Claims lines of business and grew the team from one colleague to four.
- Established data-quality controls, monthly and quarterly reporting, and development support for the move from Tableau to Power BI.
- Wrote the Levels 1-3 strategy and led a 90-day mixed-method study. The team revised and adopted the approach across Levels 1-4.

Manager, User Experience (UX) Research Operations & Applied Insights

Nationwide Insurance | February 2020-December 2021 | Enterprise Innovation & Digital Operations

- Led UX research operations and applied insights practices across multiple product lines.
- Managed user-testing platforms and developed governance standards, research playbooks, and upskilling resources.

User Experience (UX) Researcher

Nationwide Insurance | March 2018-February 2020 | Enterprise Innovation & Digital Organization

- Used usability research, experience mapping, A/B testing, and task analysis to develop design recommendations.
- Managed research platforms and governance standards.

Manager, Learning and Performance

Nationwide Insurance | August 2015-March 2018 | Nationwide Academy

- Partnered with business and HR leaders to align learning investments with talent priorities and capability gaps.
- Used interviews, performance data, and stakeholder input to diagnose needs and recommend learning, workflow, or blended solutions.
- Led an instructional design team serving a distributed agency network. Guided needs analysis, solution strategy, and learning delivery across exclusive and independent channels.
- Established governance manuals, calibration practices, scoring rubrics, and design standards.

Manager, eLearning Design and Development

Nationwide Insurance | August 2013-August 2015 | Nationwide Agency Sales Academy

- Led eLearning developers and multimedia designers.
- Built reusable templates, UX standards, multimedia asset libraries, and rapid prototyping practices.

Earlier experience

Director of Adult Education | American Institute of Alternative Medicine | July 2007-July 2012

Licensed program development, key hiring, advisory committees, faculty administration, accreditation, and student resources.

HR Manager | Pearson | 2006-2008

HR operations, talent acquisition, onboarding, and employee development.

Education

Doctor of Education (Ed.D.) | Trident University International

Leadership and Organizational Learning

Education Specialist (Ed.S.) | Walden University

Adult Learning and Workforce Development

Master of Management (MM/HRM) | University of Phoenix

Human Resources Management

Master of Science (M.S.) | Marshall University

Training and Development, Adult and Continuing Education

Bachelor of Science (B.S.) | Marshall University

Cognitive Psychology

Doctoral research

Griffin, D. (2025). Evaluating Participant Feedback Using Kirkpatrick's New World Model: Qualitative Insights From a Project Management Reskilling Course (Doctoral dissertation, Trident University International). View ProQuest record.

ProQuest provides a preview. Full-text access may require a library account or purchase.

Selected tools

Learning & talent platforms | Workday Learning, Cornerstone, SuccessFactors, Degreed, Meridian

Research & analytics | Power BI, SPSS, NVivo, Qualtrics, UserTesting, UserZoom, Voxpopme

Learning design | Articulate Storyline, Lectora, Audacity, Synthesia

Collaboration & AI | Microsoft Copilot, ChatGPT, Claude, Perplexity, Notion, Mural, Miro, Microsoft Teams