

SETH A. REYES

Learning and Organizational Development Leader · Context Systems Builder

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Greater Quad Cities, IL / Remote

SUMMARY

Learning and organizational development leader with 16+ years building, sustaining, and growing the capability ecosystems, governance, and AI-enabled systems that turn shared context into personalized learning, redesigned workflows, and sharper decisions — in regulated, high-velocity operating environments.

CORE OPERATING PATTERNS

- Builder thread, 20+ years: operational tools, governance infrastructure, and named methodologies — published at scale, practically applied, co-built
- AI Enablement program ownership — adoption strategy through applied engineering
- Operating-model transformation: training factory → strategic orchestration
- Compliance-governed learning at global scale

PROFESSIONAL EXPERIENCE

Learning & Enablement Architecture, Technology, and Analytics Lead — Oct 2025 – Present PayPal

- Assumed overarching leadership of the learning function with end-to-end accountability for a 70+ person contingent-workforce team overhauling learning programs and executing ground-level delivery.
- Designed a learning function structured around architecture, technology, analytics, and governance — separating infrastructure ownership from program execution.
- Own the organization's AI Enablement program covering tool adoption (Claude, ChatGPT, Perplexity), applied use, and fluency development for senior leadership through frontline operations.
- Led the build of 30+ proof-of-concept AI solutions across analytics, workflow automation, learning design, and business needs analysis through a cross-functional network of AI champions.
- Architected and built an LLM-based content compliance evaluation system in a regulated environment.
- Authored the Collaborative Calibration methodology — a framework treating human–AI collaboration as engineered rather than instinctive — deployed across multiple organizational audiences.
- Drove grassroots AI adoption by cataloging citizen-built solutions with impact analytics and distribution channels — surfacing thousands of hours of potential annual productivity gains.

Service Experience Learning & Talent Development Leader — PayPal

Oct 2024 – Oct 2025

- Achieved 20%+ lift in learning engagement metrics through automated learning targeting and automated dashboards for leader awareness and prioritization across multilingual, multi-market environments.
- Introduced LLM-enabled role-play exercises for soft-skills practice across operations leaders and frontline teams.

Global Learning Programs and Platforms Governance Lead Manager — PayPal

Apr 2020 – Oct 2024

- Owned end-to-end curriculum governance for 1,000+ training modules across dozens of programs in multi-market, multilingual environments.
- Authored a Decision Making framework — published and used at scale — that enabled compliance-driven workflows for operations teams.
- Built Smartsheet-based intake processes and architected multiple change-initiative prioritization methodologies — managing hundreds of requests annually across multi-market complexity.
- Led automation of dynamic learning assignments, improving relevance 40% and reducing unnecessary training time.

Global Learning Business Partner — PayPal

Mar 2018 – Apr 2020

- Drove innovation as the proof-of-concept lead for a just-in-time learning solution that generated \$1.1M in annual savings — \$700K from a 10% reduction in classroom training and \$400K from replacing two formal trainings with embedded contextual help and microlearning.

Global Financial Services & Compliance Curriculum Design Leader — PayPal

Aug 2012 – Mar 2018

- Owned end-to-end design for 300+ training modules across front- and back-office operations in financial services and compliance.

Outsourcing Partner Training Coordinator — PayPal

Jul 2010 – Jul 2012

- Authored the playbook for and led training stand-up of 4 BPO sites across Asia, Europe, US, and LATAM during rapid global expansion.

Early Career — PayPal Frontline & Team Leadership; Lowe's Customer Service Management

2001 – 2010

- Built an Excel/Visual Basic performance insights tool used by thousands of agents and dozens of leaders across North America.
- Built an MS Access escalation tracking database with analytics layer for leadership reporting — as a frontline agent.
- Customer Service Department Manager, Lowe's (Sep 2001 – Feb 2006): earliest training design and facilitation work.

EDUCATION

University of Nebraska at Omaha — B.S., Management Information Systems · Magna cum laude (3.75), Dean's List · Dec 2009

CERTIFICATIONS

DDI Exceptional Leaders Series (2016): Coaching for Peak Performance · Communicating for Leadership Success · Leading People Through Change

SPEAKING & INDUSTRY

- Guest speaker at WalkMe Realize 2020 — presented the business case for just-in-time learning via digital adoption platforms.
- Multi-year Customer Advisory Board member at WalkMe and Walmart, contributing to product and practice direction.

TOOLS & PLATFORM EXPERIENCE

LMS: Cornerstone, WorkRamp, SumTotal · Authoring: Articulate 360, Adobe Captivate, Camtasia · Operations: Smartsheet (+automation), SharePoint, Confluence, Workday · AI/Dev: Claude, Claude Code, ChatGPT, Perplexity, n8n, Python (intermediate), VS Code