

Robert W. Rohlin

Instructional Design & Curriculum Architecture · AI-Enhanced Learning · Enterprise Technical Training
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AREAS OF EXPERTISE

Instructional Design (ADDIE/SAM) | Curriculum Architecture | AI-Enhanced Learning & Content Development | 4.9/5 Student Satisfaction (24+ yrs)
Enterprise Technical Training | Certification Exam Development | Virtual Lab Environment Design | Fortune 500 · Government · Global Telco
Generative AI for Education | IBM watsonx / AIOps Training | LMS Platforms (Moodle, Canvas, Open edX, Blackboard)

CAREER HIGHLIGHTS

- Consistent 4.9/5 student satisfaction rating over 24+ years of enterprise technical training delivered to Fortune 500 companies, CIA, DISA, USAF, US Army & Navy, and major global telecommunications providers
- Principal curriculum architect and sole IBM resource with the specialized depth required for AIOps education — IBM re-engaged after separation as sole-source contractor (Jan 2025–Apr 2026) with no qualified alternative
- Applied generative AI to accelerate course development — analyzed thousands of pages of technical documentation to produce accurate, hallucination-free training content at significantly reduced cycle times
- Developed role-based certification exams at Pearson-VUE and Prometric; had 18 of 19 product UX suggestions incorporated into an IBM product release; mentored new hires and led Scrum-based curriculum teams
- Training programs and technical demonstrations directly contributed to 7- and 8-figure software sales to US Government agencies and global telecommunications clients worldwide

EDUCATION & RECENT CREDENTIALS

Generative AI for Practitioners: GenAI Foundations & LLM Applications 2026
Johns Hopkins University

Post Graduate Program — AI & Machine Learning: Business Applications (PGP-AIML) 2025
UT McCombs School of Business, The University of Texas at Austin

M.Div. (summa cum laude, 4.0 GPA) · Communications, Counseling & Linguistics · BMATS, Jacksonville, TX

B.A.R. (summa cum laude, 4.0 GPA) · Communications & Linguistics · BMATS, Jacksonville, TX

WORK HISTORY

CEO & AI Automation Consultant 2013–Present (Part-time)
Dos Espadas, LLC / Two Swords Digital Solutions | Mansfield, TX

- Design and deploy AI-driven learning and automation solutions for SMB clients — apply instructional systems design principles to map client workflows, identify training gaps, and implement AI-powered process replacements
- Develop client-facing onboarding and training materials to ensure adoption of newly automated systems in medical and HVAC business environments
- Blend AI-driven content generation with workflow automation to accelerate time-to-competency for end users

Senior Curriculum Architect, IBM Automation — Contractor January 2025–April 2026
IBM | Remote

- Re-engaged as IBM's sole-source domain expert for AIOps education after separation — IBM had no other resource with the instructional depth and technical knowledge required to continue this specialized curriculum work
- Independently mastered a significantly revised version of Cloud Pak for AIOps and built new instructor-led courses and hands-on lab environments from the ground up under demanding delivery timelines

- Applied generative AI throughout the development process to analyze documentation, validate accuracy, and produce course content at a pace not achievable through traditional authoring methods

Senior Curriculum Architect, IBM Automation

February 2006–October 2024

IBM | Mansfield, TX

- Principal curriculum architect and lead instructor for IBM Cloud Pak for AIOps, Netcool Operations Insight, IBM Tivoli Network Manager, and related AI-driven IT automation products across an 18+ year tenure
- Designed and delivered enterprise training to Fortune 500 companies, CIA, DISA, USAF, US Army, US Navy, TELUS, Rogers Communications, and Telstra (Australia) — consistently earned 4.9/5 student satisfaction ratings
- Developed role-based certification exams at Pearson-VUE and Prometric; applied ADDIE and SAM design methodologies throughout the full instructional design lifecycle from needs analysis through evaluation
- Created VMware vCenter-based hands-on lab environments hosted on IBM Cloud for experiential learning in complex AIOps, network topology, and incident management workflows
- Training programs and technical demonstrations directly contributed to 7- and 8-figure software sales to US Government agencies and global telecommunications clients
- Had 18 of 19 product UX suggestions incorporated into an IBM Tivoli Network Manager release; mentored new curriculum hires and led Scrum-based development teams

Senior Netcool Solutions Architect

September 2000–February 2006

Micromuse, Inc. (acquired by IBM, 2006) | Dallas, TX

- Designed and delivered technical training, demonstrations, and solution walkthroughs for Fortune 500, government, banking, petrochemical, and telecommunications enterprises
- Conducted training and solution design engagements for Bank of America, Key Bank, Bank of China, CIA, DISA, and multiple US military branches
- Resolved critical client situations requiring deep technical investigation and knowledge transfer at Hydro Québec, Phillips Petroleum, and University of Pittsburgh Medical Center

INSTRUCTIONAL DESIGN & TECHNICAL SKILLS

Instructional Design: ADDIE & SAM design methods, needs analysis, curriculum architecture, learning objectives, storyboarding, SME collaboration, blended learning

Instructional Technology: Adobe FrameMaker, Premiere Pro, Captivate; TechSmith Camtasia & Snagit; Moodle, Blackboard, Canvas, Teachable, Open edX

AI in Learning & Development: Generative AI for content development, LLM-assisted authoring, prompt engineering, RAG, AI-powered accuracy validation, hallucination mitigation

Assessment & Certification: Pearson-VUE, Prometric, role-based exam development, learning objectives alignment, competency-based assessment design

Lab & Simulation Design: VMware vCenter, IBM Cloud, hands-on lab environment architecture, experiential learning, scenario-based instruction

Enterprise Technical Domain: IBM Cloud Pak for AIOps, IBM watsonx (watsonx.ai, watsonx.data, watsonx.governance), Netcool Operations Insight, IBM Tivoli Network Manager

Programming & Data: Python (NumPy, Pandas, Jupyter, Google Colab), SQL, NLP, data analytics — for building data-informed learning solutions

Collaboration & PM: Microsoft Office 365, GitHub, SharePoint, Monday.com, Agile/Scrum, MindManager, MS-Project

SELECTED CERTIFICATIONS & BADGES

Teaching, Education & Exam Development

- IBM Recognized Teacher/Educator (2022)
- IBM Certified Exam Developer (2016, 2019–2024)
- Enterprise Design Thinking Practitioner

- Certified ITIL Practitioner

IBM watsonx & AI Ethics

- IBM watsonx Essentials
- watsonx.ai Sales Foundation
- watsonx.data Sales Foundation
- watsonx.governance: AI Risk Assessment
- IBM AI Associate
- Trustworthy AI and AI Ethics

IBM AIOps & AI Platform

- IBM Cloud Pak for AIOps Administrator
- Certified Administrator — Cloud Pak for Watson AIOps
- IBM Cloud Pak for Network Automation Administrator
- IBM Netcool Operations Insight Administrator

IBM Cloud & Infrastructure

- IBM Instana Observability Administrator (Advanced)
- IBM Cloud Kubernetes Service
- Docker Essentials
- IBM Cloud Pak for Multicloud Management Administrator

Security & Compliance

- Security & Privacy by Design
- Container Security
- Software Supply Chain & SBOM
- ITSS Technical Vulnerabilities
- Cisco Certified Network Administrator (CCNA)

Languages: English (Fluent) · Mandarin Chinese (Conversational)