

SARAH READ

AI Implementation & Enablement | Adoption & Change Management | Educator & EdTech Background

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PROFILE

Former classroom teacher and K–12 EdTech product manager who now builds and scales AI adoption in enterprise tech. At ServiceNow, I lead AI enablement for a 10,000+ person engineering organization: I build AI agents, skills, and automations, then train practitioners to use them and to build their own. Prosci-certified change practitioner and Ed.D. candidate in instructional systems design.

SELECTED AI IMPLEMENTATIONS

- **Engineering Learning Guide → APEX Knowledge Hub agent.** Built an LLM-powered learning guide for the StepUp Your AI program so engineers could find training by asking questions instead of searching a large catalog. Partnered with a technical team to evolve it into a SharePoint-connected Copilot agent, **owning agent instructions, knowledge sources, content structure, and retrieval testing.**
- **Learning Journey & Enablement Framework.** Co-created a learner journey and enablement framework with a fellow learning strategist, then built **AI skills that put it to work:** an enablement-request coach for intake, a learning-journey template coach, and an artifact generator, backed by a sustainable maintenance system that keeps the framework and its assets current.
- **Reusable AI skills for L&D quality and reporting.** Built AI skills that standardize **QA and review of Articulate Rise courses** and **NPS/CSAT survey analysis and reporting**, turning repeat manual work into consistent, reusable workflows.
- **AI-assisted workforce needs analysis.** Created AI artifacts to run needs analysis for **upskilling across multiple engineering teams**, turning discovery data into skills-gap findings and recommendations for senior engineering leaders.
- **Impact Engineering onboarding automation.** Co-built and **launched** a Microsoft Lists + Power Automate workflow to production that replaced scattered documents and outdated links with a standardized 30-day program and personalized weekly checklists by engineering persona.

EXPERIENCE

SERVICENOW | Global Learning & Development

Jan 2022 – Present

Senior Manager, APEX Learning Strategy & Design (Nov 2025 – Present) • Staff Instructional Designer (Jan 2022 – Nov 2025)

- Lead the practitioner-led AI Power User Series, coaching engineering SMEs to teach real workflows through hands-on labs. Sessions have reached **5,800+ attendees**, raising CSAT from 4.09 to 4.40 and NPS from +39 to +52.
- October 2026 Claude Code session (context management, model selection, subagents): **4.76/5 CSAT, +63.2 NPS**, and a 27% lift in self-reported confidence.

ADRA FOR TRINTECH | Customer Experience & Enablement

Sep 2018 – Jan 2022

Customer Success Specialist/Developer → Global Manager, Customer Experience → Sr. Enablement Content Manager

- Implemented a Salesforce Communities customer portal end-to-end (configuration, SSO testing, launch, governance), reaching **886 users across 400 accounts in five countries within six months.**
- Paired the portal with Pendo in-product guides I built to **cut support tickets 15%**; set content governance that cut duplication 25%.

EDMENTUM | K–12 Education Technology

Sep 2012 – Feb 2018

Training Consultant / Instructional Designer → Product Manager

- Led launch of **two SaaS/mobile K–12 products** in a seven-product portfolio, owning Voice of the Customer from teachers and districts and turning it into roadmap priorities.
- Built pre-release simulations and training associated with a **35% sales increase** ahead of a major feature launch; trained districts, state agencies, and 200 sales reps.

PUBLIC SCHOOLS (TX, MO, IL) | Science & Technology Teacher

2001 – 2011

- Ten years writing curriculum and differentiating instruction; I know firsthand what teachers need from their tools.

EDUCATION & CERTIFICATIONS

Ed.D., Instructional Systems Design and Technology (in progress, 4.0 GPA), Sam Houston State University

M.S., Technology, Training and Development | B.S., Biological Sciences, Teaching Cert., Eastern Illinois University

Prosci Certified Change Practitioner • Certified Learning Strategist (Brandon Hall) • AI Transformation Strategist (Brandon Hall, in progress) • Certified Scrum Product Owner

AI & TECHNOLOGY

AI & Agents: Claude & Claude Code, M365 Copilot (agents, Notebooks), Now Assist, ChatGPT, Gemini, NotebookLM, Lovable

Learning & AI Media: Docebo, ServiceNow LXP, Articulate 360, Synthesia, WellSaid, Descript, Camtasia, Canva, Figma

Automation & Platforms: Power Automate, Microsoft Lists, SharePoint, Salesforce Communities, Pendo, WalkMe, Jira, Agile/Scrum