

# Paul A. Berggren

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## PROFILE

Strategic, growth-focused leader with over 20 years of cross-sector collaboration and teamwork in leadership development and talent management. Skilled in designing talent systems to integrate strategic goals with interpersonal skills, track performance, and bridge career goals with customer-centered service. Experienced trainer and content creator for workshops, online learning courses, talent coaching video, blogs, and podcasting. Brings a proven library of custom talent assessments for unmatched mentoring/career coaching with staff and students. *Helps people recognize eye-opening talents to achieve life-changing work together.*

## PROFESSIONAL EXPERIENCE:

### CROWN GLOBAL HR • LINCOLN, NE

#### President

January 2009 – 2023

Founded Crown as a collaborative network of high performing professional development and human resource leaders across the US. We brought clarity to developing and hiring the right people for mission critical positions in education, non-profits, and business with tools aligned with top performers.

#### STRATEGIC PLANNING AND IMPACT

- Integrated client strategic HR/PD planning with measurable talent growth and selection goals. Linked the process with a growth-minded leadership culture of learning across the organization.
- Redesigned and implemented client hiring, onboarding, and coaching workflow with multiple clients to strategic plan objectives simplifying steps while increasing engagement of stakeholders.
- Led internal strategic planning implementing the Traction model, maintaining client service efficiency and satisfaction averaging 90%.
- Advise executive teams and Board committee on talent management strategy to increase employee retention, engagement, and healthy work culture.

#### OPERATIONAL EFFECTIVENESS

- Stopped turnover in multiple clients through structured hiring, career planning, engaging mentor/coach leadership training.
- Recovered a \$1.6M deficit in non-profit client largely from turnover and temp services in two years, with an 18% lower turnover in leadership and staff during the first year alone.
- Streamlined efficiencies in time and cost savings via HR and PD alignment with Crown's key performer profiles in workflow and course offerings. Repurposed \$250k in Cost of Hire for a key ACS division role.
- Preserved lost-opportunity cost of \$5-10M per quality sales hire with Philips Healthcare within a \$960M division quota. Improved Quality of Hire on sales teams from 50% up to 90%.

#### RESOURCE DESIGN AND DELIVERY

- Equipped a team of internal specialists and practitioners in the field to create products and services that bring quantitative and qualitative data to talent decisions.
- Developed 35+ structured talent assessments across multiple fields and roles based on top performers, customized to client performance goals.
- Designed, developed, and facilitated professional development courses for in-person, online, and hybrid learning.
- Rolled out enterprise level custom online talent screening and interview system for selection and team growth for our national client base.

**TRAINING AND DEVELOPMENT**

- Provided highly personalized individual feedback and team growth retreats with practical goal setting based on the mindset and habits of top performers.
- Trained thousands of HR/PD professionals, executives, and hiring managers in groups of 3 to 30 in skill-based certification with online and in-person structured interview systems.
- Custom developed a new and emerging leader online curriculum for client managed cohorts in the non-profit harm reduction field.
- Conducted Board/Executive team building and defining core leadership principals for public use.
- Designed and delivered multiple presentations at national and regional conventions in HR and employment field.

**TALENT SELECTION AND GROOMING**

- Conducted executive and division leader candidate assessments, written summaries and analysis, debriefing, feedback and coaching of new hires, succession planning, and new team building.
- Integrated with enterprise client workflow to conduct semi-finalist assessments for an entire national sales division.
- Provided talent grooming interviews and growth feedback as part of client succession planning for mid-level and executive level teams.

**VENTURES FOR EXCELLENCE • LINCOLN, NE****Director of Online Services, Senior Analyst**

July 2002 – 2008

Designed and developed a pioneering online talent screening assessment system that became the largest single revenue source with renewable subscriptions at \$650,000+ in four years

- Assessed and provided leadership growth feedback to half of the Bermuda K-12 school leadership as part of a comprehensive talent and career development project.
- Assisted with Superintendent searches, school leader finalist assessments, executive team development, and interview instrument design.
- Led transition of online services to new company owner in 2007, instrument design and client services.

**MOORHEAD PUBLIC SCHOOLS – MOORHEAD HIGH SCHOOL, MN****Social Studies Teacher**

July 1993 – 2002

Responsible for the learning and growth of students 9-12 in US and World History, career mentorship program, Global Studies, mentorship, credit recovery lab, service learning, and career exploration.

- Coordinated pre-service Teacher Assistant teams and student teachers as part of a career pipeline into the Social Studies Department with three new hires in four years.
- International student club advisor, mock trial coach, National History Day coach at the school, regional, state, and national level.
- Instructional Technology Committee chair for building and district, in-service PD instructional tech presenter, coordinated four international sister-school two-way exchanges, HS union representative and superintendent search representative.

**VENTURES FOR EXCELLENCE • LINCOLN, NE****International Director**

August 1991 – 1993

Planned, coordinated, and implemented five educator Resource Teams to the Soviet Union and the Russian Federation. Personally led three of the teams, co-led 1, and provided logistical support for 1.

- Owned full hosting responsibilities of two Russian business groups, one educational leader group, and one student group visit all to the Twin Cities including homestays, agendas, translations, and logistical support.
- Assisted in Teacher and Support staff interview certification training, district and school administrator interviewing, and selection assessment design.

## EDUCATION

### ED.D. EDUCATIONAL LEADERSHIP (IN PROCESS)

Bethel University • St. Paul, MN

### M.A. IN TEACHING – DECEMBER 1989

St. Thomas University • St. Paul, MN

### B.A. ANTHROPOLOGY AND LINGUISTICS – MAY 1988

Bethel College • St. Paul, MN

### UNDERGRADUATE CREDITS – INTERNATIONAL STUDENT

University of Lund, Sweden

## PRESENTATIONS

“When You Treat Employees Like Spectators, You Can’t Build a Team” AAEE Conference, 2019

“How to Give Teacher Feedback with a Talent Card” AASPA Conference, 2017

“Hiring and Coaching for a Collaborative Learning Culture” Joint Client Talk, AASPA Conference 2016

“Planning for Tough Conversations For Positive Results” Baird Holms Business Law Conference, and Iowa AASPA State Conference 2015

## Additional Skills and Abilities

Trained in the Performance-Based Hiring model, now using AI to streamline the process.

Practitioner of the Traction system of operations for a team, department, and organization.

Video production: Canon video recording, pro lighting, pro mics, PromptSmart teleprompter

Editing: Camtasia, Clideo

Online learning authoring and teaching: Moodle, myQuest, SoundCloud, WebinarKit, Zoom, Teams, Meet

Podcasting: Riverside.fm, Garage Band

Hosting/channels: Wistia, YouTube

Website management: WordPress

Graphics: Canva, Unsplash, pixlr, et al.

Blog posting: Buffer, Hootsuite, Promo Republic, Medium, LinkedIn

AI assist: ChatGBT, Speechelo, Scriptelo

Presentation: Keynote, PowerPoint, Prezi, Canva

Operations: Office 365 suite, HubSpot CRM, Trello, Teams, Zoom, Meet

## PROFESSIONAL AND OTHER AFFILIATIONS

Sponsor and contributor to the Mid-American Association of School Superintendents

Association for Talent Development

American Association of School Personnel Administrators, presenter and sponsor (former)

American Associate for Employment in Education, presenter and contributor (former)

Society for Human Resource Management (former)

Masterpiece Ministries special needs support for youth and adults

Prison and post-release personal coaching and support

## Online Portfolio

- ◆ Visit: [MentorLearning.Space](#) – View professional client highlights, writing samples of growth feedback coaching, professional blog posts, podcast sample, community involvement, plus training and video production samples.
- ◆ <https://www.linkedin.com/in/paulberggren1>