

Lauren Tidmore, Ed.D.

CONTENT & KNOWLEDGE STRATEGY | GOVERNANCE | ENTERPRISE ENABLEMENT

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Executive Profile

Content strategy and organizational enablement leader with 15+ years of experience building and scaling content ecosystems, governance models, programs, and operating frameworks across corporate, government, higher education, and technology-enabled environments. Brings enterprise leadership experience spanning content strategy, multidisciplinary teams, governance, measurement, stakeholder alignment, and AI-enabled workflows. Translates complex organizational knowledge into structured, discoverable, and scalable content while building the standards, processes, and operating models that improve how information is created, governed, surfaced, and used.

Leadership Capabilities

Content & Knowledge Strategy • Content Governance • Information Architecture • Enterprise Enablement • Content Standards & Quality • Content Organization • AI-Enabled Workflows • Program & Portfolio Leadership • Cross-Functional Leadership • Executive & Stakeholder Partnership • Measurement & Analytics • Operating Model Design • Change Enablement • Digital Content Strategy • People Leadership

Professional Experience

Research Scientist in Education and Content Strategy (Concurrent Assignment)

Stevens Institute of Technology • July 2023 – Present

- Built the foundational education and content operating model for AIRC Institute, establishing governance, content architecture, development standards, assessment strategy, and continuous-improvement processes for a multidisciplinary portfolio.
- Design and scale multidisciplinary education and workforce-development programs serving university, government, military, and industry audiences.
- Shape the commercial strategy for education and professional learning offerings, developing pricing, packaging, and delivery models that balance market needs, program value, scalability, and organizational priorities.
- Built scalable content and program infrastructure, governance, development standards, review processes, and operating rhythms that strengthen consistency, quality, and reuse across offerings.
- Assess emerging workforce and organizational needs and translate findings into portfolio priorities, new educational offerings, and applied development experiences.
- Develop measurement approaches using performance data, participant outcomes, stakeholder feedback, and quantitative and qualitative analysis; translate findings into executive recommendations on strategy, investment, and portfolio evolution.
- Integrate AI-enabled workflows across curriculum mapping, knowledge retrieval, research synthesis, meeting-to-action processes, and personalization, improving how organizational knowledge is synthesized, structured, and translated into actionable content.

Manager, Content

Disney Institute • July 2024 – March 2026

- Led a multidisciplinary content team of seven spanning learning design, content development, graphic design, and multimedia production; established priorities, workflows, quality expectations, and delivery standards across concurrent enterprise initiatives.
- Directed end-to-end content strategy, development, delivery, governance, and continuous improvement for enterprise leadership and professional development experiences.
- Built blended development experiences spanning facilitated workshops, virtual learning, digital content, and immersive experiences for varied audiences and business needs.
- Partnered with senior leaders, subject matter experts, and cross-functional stakeholders to translate complex organizational knowledge and business needs into structured, scalable, user-centered content and performance solutions.
- Defined KPIs and evaluation frameworks measuring engagement, behavior change, program effectiveness, and operational impact; used findings and participant insights to guide program strategy and continuous improvement.
- Balanced portfolio priorities, team capacity, budgets, timelines, quality standards, and business requirements while contributing to organizational planning and resource decisions.

Content and Media Design Manager

Disney Parks, Experiences, and Consumer Products • June 2022 – July 2024

- Led and developed a multidisciplinary team of eleven spanning instructional design, multimedia production, and content development, managing multiple initiatives from strategy through delivery.
- Established and drove adoption of content governance, quality standards, review processes, and reusable frameworks across 26 global lines of business, influencing cross-functional partners and content owners outside the direct reporting structure.
- Partnered with engineering, operations, technology, and business leaders to assess capability gaps and create scalable learning and performance solutions.
- Piloted and scaled a department-wide project management platform that improved prioritization, portfolio visibility, reporting, and operational decision-making.
- Built learning strategies across onboarding, rollout, adoption, sustainment, and post-launch optimization, supported by digital resources, job aids, facilitation tools, and self-service performance support.
- Piloted AI-assisted intake and routing approaches to categorize requests, identify requirements, and support more efficient assignment and prioritization of work.
- Developed courses within an AI-enabled training platform that identified content gaps and recommended learning based on employee needs, translating identified gaps into targeted development experiences.

Instructional Design Project Manager

Disney Parks, Experiences, and Consumer Products • September 2021 – June 2022

- Led global Maximo learning initiatives across Walt Disney World, Disneyland, Disneyland Paris, and Shanghai Disney Resort to build workforce capability and support operational performance.
- Standardized design frameworks and delivery methods to improve scalability, consistency, and learner effectiveness across global operations.
- Designed blended learning solutions including instructor-led and virtual programs, eLearning, onboarding resources, and performance-support tools in partnership with operational leaders and subject matter experts.

Instructional Designer/Interim Manager

George Washington University • October 2018 – September 2021

- Designed online and blended graduate learning experiences and advised faculty across disciplines on adult learning, objectives, active-learning strategies, assessments, and instructional quality.
- Led faculty development and instructional-technology training supporting large-scale transitions to online and blended environments; evaluated courses using Quality Matters standards.
- Mentored junior instructional designers and, as interim manager, oversaw quality, workflow, and team operations; partnered with media teams to deliver 200+ instructional videos and digital assets.

Educator & Curriculum Development Leader

Cecil County Public Schools • May 2011 – September 2015

- Developed countywide curriculum, assessments, blended learning, and professional development for secondary English Language Arts programs.
- Designed and delivered intervention programming that increased student passing rates by 40%; collaborated with curriculum and educational-technology leaders on differentiated, technology-enabled solutions.

Education

- **Ed.D. in Curriculum and Instruction** (2018) - Southeastern University
Dissertation: Effectiveness of a Blended Learning Social Skills Intervention on High School Students Identified as At-Risk for Emotional and Behavioral Disorders
- **M.I. in Educational Technology and Literacy** (2014) - University of Delaware
- **B.A. in Secondary Education: English Language Arts** (2011) - University of Delaware