Mark Protus

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AI Learning Strategist & Builder | Learning, Knowledge & AI Enablement

Learning and AI enablement leader with 20+ years helping people and companies keep up with change, most recently at Replit, and before that at DoubleVerify, REEF Technology, Fortive, and Microsoft. I design the strategy, then build the working system. At Replit I built the help center, a learning platform, and AI course tools myself; my content became the #1 source for Replit's AI assistant. At Microsoft I built the Office Training Center (350 million users a month, $120 million a year in support savings) and grew Microsoft Virtual Academy from 220,000 to 4.5 million subscribers. I've set one training standard across Fortive's 400+ operating companies, led change management for SC Johnson's SAP rollout, and designed DoubleVerify's leadership pipeline. I'm in the top 10% of Replit Agent users.

Strengths: AI adoption and fluency · Learning strategy and leadership development · Knowledge and content systems · Change management and transformation · Customer and workforce education · Building learning functions from scratch · AI-powered content production · Measurement tied to business results

EXPERIENCE

Replit · San Francisco, CA

Manager of Learning & Knowledge Management | March 2026 – October 2026

Built Replit's Learning & Knowledge Management function from scratch at a high-growth AI company.

- Built Replit's customer help center (replit.com/help) end to end, front end and back end, so it rebuilds and republishes nightly from a single source of truth.
- My content was about 2% of the docs but became the #1 sourced content across searches. Replit's Ask AI assistant used it 4 to 5 times more than long-established pages.
- Designed a self-healing content system that treats content as code: one GitHub-based source produces help articles, AI support bots, courses, and videos, flags content that drifts out of date, and keeps it accurate through a human review loop.
- Led LaunchPad, Replit's support team enablement program, and built a full learning management system in under three weeks for onboarding, enablement, and ongoing learning, comparable to commercial platforms costing $100,000 to $400,000.
- Built AI tools that create interactive courses, videos, and FAQs, sharply increasing the speed, accuracy, and scale of content production.

Protus Consulting · Seattle, WA

Managing Consultant & Chief Learning Strategist | 2024 – 2026

Advised Fortune 500 clients on adoption, change, and learning strategy, and built AI products of my own.

- Six Second Resume (sixsecondresume.com): Built and launched an AI resume product with a specialist pipeline and an independent truth check that flags unsupported claims for human review, so AI drafts and a person decides what is true.
- SC Johnson: Led change management and digital learning for a year-long SAP rollout, mapping the capabilities each role needed and training every level of the organization. Sold the business case for a WalkMe in-app learning layer on SAP, then led the build.
- Keurig Dr Pepper: Directed digital learning for the migration of North American supply chain operations to a new platform, working with senior leaders on design, content, and delivery.

DoubleVerify (NYSE: DV) · New York, NY

Senior Director, Global Learning & Development | 2022 – 2024

Recruited to lead and scale learning for a 1,300-person SaaS company. Partnered with the C-suite on onboarding, leadership development, engagement, and change. Led a team of four.

- Designed a four-tier leadership pipeline with outside consultants: aspiring leaders, first-time managers, managers of managers, and executives, tied together by a competency rubric. Launched Leadership 101 for aspiring leaders and was rolling out the remaining tiers.
- Built DV University, an AI-powered learning platform that turned learning from an HR mandate into a business advantage, including a privacy course with 100% staff completion.
- Led people workstreams in the integration of an acquired AI company: due diligence, onboarding, training, and culture integration.

REEF Technology · Miami, FL
Senior Vice President, Learning & Development | 2021 – 2022

- Created the company's first L&D organization during rapid expansion, unifying learning scattered across business lines into one function with a single plan and LMS (REEF University).
- Hired and stood up the L&D team in under three months, consolidating it into a single organization of 20+.
- Built enterprise performance dashboards that tied learning to business KPIs.

Fortive Corporation (NYSE: FTV) · Everett, WA
Director, Learning Experiences | 2018 – 2021

- Set one training standard for the Fortive Business System across 400+ operating companies and new acquisitions, with a learning experience scorecard to track results.
- Turned two to three days of classroom basics into three to four hours of self-paced learning, so expert consultants spent their time on hands-on coaching. Cleared a yearlong backlog and cut average engagement time by 40%.
- Built an AI translation system that improved with use, delivering training in nine languages and cutting translation costs by 75%.

Microsoft Corporation · Redmond, WA
Director, Modern Learning & Video | 2015 – 2018

- Built the customer-facing Office Training Center: short, scenario-based videos on the 100 most-requested tasks, reaching 350 million monthly users and saving $120 million a year in support calls.
- Owned the learning ecosystem for Microsoft 365, leading 20 staff and 50+ vendor partners, and managed global training relationships with enterprise clients including Disney, PayPal, and eBay.
- Redesigned the content development model, rebalancing internal talent, outside vendors, and budget to triple video output and double training output with the same budget and team.

Director, Learning Platforms, Microsoft Virtual Academy | 2012 – 2015

- Grew Virtual Academy, technical training for IT pros and developers, from 220,000 to 4.5 million subscribers in three years with a 33% engagement rate.

Earlier Career
Partner, Creative Services Practice, Caiman Consulting

- Founded a creative services practice that generated $5M+ in project revenue for Microsoft, RealNetworks, and the State of Washington.

RECOGNITION

Top 10% of Replit Agent users · Bill Gates Training Visionary Award · Former Forbes Councils contributor on learning technology and AI · Advisory board, Colorado State University Global

EDUCATION

- MA, Instructional Technology and Interactive Design, California State University, Chico
- BA, Fine Photography and Media, Cal Poly Humboldt
- Minority Business Executive Program, University of Washington Foster School of Business