MARTINE BROWN, M.Ed.

AI Enablement Leader | Enterprise AI Adoption, AI Fluency Programs, and Leadership Development

Rowlett, TX (Dallas-Fort Worth) | martinebrown24@gmail.com | 337-781-7868 |
https://www.linkedin.com/in/martinembrown/

SUMMARY

AI enablement and leadership development leader and published author with 12+ years designing and leading learning programs across enterprise and education. Built Shelter Insurance's AI training function from scratch and leads the learning side of Microsoft Copilot enablement for 2,500+ users, from bi-weekly AI coaching sessions with the CEO during Quarter 2 to an intro lesson that trained the entire executive team and in-person training for directors and business-line leads. Designs AI fluency programs that meet employees where they are, from first-time users to power users, covering prompt engineering, workflow integration, and critical evaluation of AI outputs. Brings 3 years of leadership development work managing and coaching a team of instructional coaches, including a year-long cohort program for district coaching leaders. Cuts course development cycles by 30% by putting generative AI inside the design workflow, and has built nearly 100 custom GPTs (50+ in production) as business tools and learning aids.

CORE COMPETENCIES

AI Enablement and Adoption: Enterprise AI enablement strategy, the learning side of Microsoft Copilot adoption, AI fluency programs and learning pathways, prompt engineering, critical evaluation of AI outputs, custom GPTs as business and learning tools, AI usage guidance and guardrails

Leadership Development: Executive coaching and senior leader training, leadership cohort design and facilitation, direct-report coaching and development, train-the-trainer, workshops and toolkits for leaders

Learning Design and Delivery: Adult learning theory, human-centered design, needs and performance-gap analysis, blended, self-paced, and in-the-flow-of-work learning, just-in-time resources, scenario-based simulations, assessments

Measurement and Partnership: Evaluation strategy tied to business outcomes, adoption and usage signals, feedback loops that guide program iteration, operational leader and SME partnership, project scoping, timelines, and resourcing

Tools: Microsoft Copilot, ChatGPT, Claude, Meta Muse, Articulate 360 (Storyline, Rise), Vyond, Canva, CapCut, Canvas and Moodle LMS, SCORM and xAPI

PROFESSIONAL EXPERIENCE

eLearning Designer | Shelter Insurance *2022 to Present*

- Built the company's AI training function from scratch, owning all AI training, usage guidance, and guardrails for a 2,500+ user organization in a regulated industry.
- Lead the learning side of Microsoft Copilot enablement, including bi-weekly AI coaching sessions with the CEO during Quarter 2, an intro lesson that trained the entire executive team, and in-person trainings for the executive board, departmental directors, and life company leads.
- Cut course development cycles by 30% by building Copilot into the design workflow, reviewing every AI-assisted draft for accuracy and quality before release.
- Partner with business-line leaders and SMEs, including teams that serve customers directly, to scope projects and deliver the right mix of eLearning, live sessions, on-demand modules, just-in-time resources, and animated video (Vyond) for employees at different skill levels.
- Evaluate programs through learner feedback and usage signals, and presented AI course results to senior leadership to guide next steps.

Lead Learning Designer and Strategist | The Paid Creative (AI education business) *2023 to Present*

- Design, script, and produce weekly instructional content for a paid learning community, including short-form video, Canva visual assets, and guided multi-week challenges.
- Built nearly 100 custom GPTs (50+ in production) as business tools and learning aids for members of her AI education business, testing each against real use and retiring tools that do not earn sustained use.
- Coordinate a team of community moderators, setting member-support standards and coaching them as the community grows.
- Facilitate live virtual trainings and use engagement data and member feedback to decide what to refine, expand, or cut.

Instructional Designer (Contract) | The New Teacher Project (TNTP) *2022 to 2026*

- Delivered a train-the-trainer program for senior managers and part-time designers, mentoring them in Rise and Canva and establishing Canva as the organization's design standard.
- Built the department's first exam simulation for bilingual educator certification in Storyline, with interactive scenarios that mirrored live testing conditions and earned leadership recognition.
- Developed statewide instructional modules for educator audiences across a multi-year client engagement.

Canvas Admin and Instructional Designer (Contract) | Carrus *2022 to 2023*

- Instituted QA pipelines for course deployments, ensuring instructional accuracy and media consistency across new and legacy content.
- Built accessible learning, including WCAG-aligned closed captioning, and designed Canvas demo environments used in client sales.

eLearning Facilitator | Garland Independent School District *2019 to 2022*

- Supervised the Ready 1:1 Instructional Coach program for three years, directly managing a team of instructional coaches, building all of the program's coach content from scratch, and developing coaches to ISTE Coach Standards.
- Co-led development of 38 asynchronous professional development courses, building SCORM-ready libraries in Articulate 360 across Moodle and Canvas.
- Designed a district-recognized, year-long cohort-based leadership development program for district coaching leadership, with facilitated workshops and peer learning.
- Supported technology adoption across a 60,000-user Canvas network (53,000 students, 7,000 employees), helping educators leverage the platform in daily teaching.

Ready 1:1 Instructional Coach | Rowlett High School *2016 to 2019*

- Drove technology adoption across the faculty, moving 73% to regular technology integration within five months, and led end-user training for a 2,500+ device rollout.
- Drove a 62% increase in SAT prep platform usage by curating and internally marketing Khan Academy integration across target cohorts.

EDUCATION AND CERTIFICATIONS

M.Ed., Curriculum and Instruction: Technology, Grand Canyon University (2017) | B.S., Speech, University of Louisiana (2005)

Certified AI Consultant (2025) | Principal Certificate, Texas EC-12 | Google for Education Certified Trainer | Canvas Certified Educator (2021)

SPEAKING AND PUBLICATIONS

Featured speaker: Skool Scale Camp (2026), AI Driven Business Summit (2025), AI Insights Summit (2024), Power Up Conference (2021), ISTE TED Talk Master Class (2020), TED-Ed Speaker (2021), TCEA (2018, 2019), ISTE (2017).

Author, 21 Lessons of Tech Integration Coaching (EduMatch Publishing, 2019), plus contributing author to two additional EduMatch titles (2018).