

Fair Berg, EdD

fairberg.com | linkedin.com/in/fairberg

Professional experience

Research Scientist, Workforce Development and CME

St. Jude Children's Research Hospital | May 2024–Present

- Lead education research and mixed-methods evaluation of global workforce development initiatives, learning outcomes, and educational impact.
- Design and evaluate professional learning across hybrid certificate programs, workshops, online case discussions, and fellowship-related experiences.
- Develop needs assessments, surveys, and knowledge assessments; translate findings into manuscripts, dashboards, and reports.

Global Pediatric Medicine, Learning Designer

St. Jude Children's Research Hospital | September 2022–May 2024

- Designed scalable online education for global pediatric medicine capacity-building initiatives.
- Built evaluation instruments to assess learning outcomes in online courses and instructor-led training.
- Partnered with subject matter experts, faculty, and program leaders to align evidence-informed learning with organizational goals.

Full-time parenting | May 2021–September 2022

Adjunct Faculty, Instructional Design for Training and Development

Tennessee Board of Regents (TBR) | October 2020–May 2021

- Developed and taught graduate coursework in instructional design, training, assessment design, and learning evaluation.
- Mentored graduate students and HR professionals in applied instructional design and learning strategy.

Adjunct Faculty, Instructional Design and Technology

University of Memphis | August 2020–May 2021

- Taught undergraduate Technology in Education, connecting educational technology with classroom practice.
- Taught graduate Instructional Design and EdTech coursework in the Instructional Design and Technology program.

Contract Instructional Designer / Consultant, UofM Global

University of Memphis | June 2020–April 2021

- Consulted with faculty on online course design and development during the transition to remote instruction.
- Led professional development and facilitated a summer institute for faculty moving courses online.
- Collaborated with colleagues to develop courses addressing faculty needs in online teaching and remote instruction.

Family care leave | December 2019–June 2020

Manager, Workforce Planning / Organizational Effectiveness

FedEx Freight | March 2019–December 2019

- Led a team responsible for performance management, competency modeling, selection tools, succession planning, and talent assessment.
- Developed and executed organizational effectiveness and talent management strategies and programs.
- Led development, validation, and implementation of performance management and talent assessment tools and processes.

Lead Instructional Designer / ID III

FedEx Freight | September 2017–March 2019

- Developed instructional solutions aligned with business outcomes and key performance indicators.
- Established instructional design standards and project management processes; evaluated learning effectiveness and content quality.

- Supported initiatives spanning learning technology integration, change management, leadership development, and modernization.

Instructional Designer, Center for Innovative Teaching and Learning

University of Memphis | July 2014–September 2017

- Led faculty development in instructional design and advised academic departments on online program development.
- Implemented institutional design standards using WCAG, Universal Design for Learning, Quality Matters, and Online Learning Consortium frameworks.
- Evaluated instructional tools and technologies across online, face-to-face, and blended learning environments.

Adjunct Faculty / Instructor, Instructional Design and Technology

University of Memphis | June 2014–August 2017

- Taught graduate courses in the instructional design process, technology integration, and social media in education.
- Developed graduate courses in Instructional Design Process I and II and interactive learning environments.

Awards

Scalability Award — St. Jude Children’s Research Hospital, May 2026

Trust Award — St. Jude Children’s Research Hospital, August 2024

Bravo Zulu Awards — FedEx Freight, January 2018 and January 2017

Education & professional credentials

Doctor of Education, Instructional Design and Technology

University of Memphis | 2016

Master of Science, Instructional Design and Technology

University of Memphis | 2013

Bachelor of Science, World Language Education (Spanish)

Mississippi State University | 2005

Change Management Practitioner

Prosci | 2024

Publications

Journal publications

Mikkelsen, M. K.; Hashmi, S. K.; **Berg, F.**; Chantada, G.; Antillón-Klussmann, F.; Van Heerden, J.; Slone, J.; Qaddoumi, I.; Rodriguez-Galindo, C.; Moreira, D. C. (2026). Educational Interventions for the Timely Diagnosis of Pediatric Patients With Cancer: A Scoping Review. *JCO Global Oncology*, 12, e2500754.

Berg, F.; Mikkelsen, M.; Kelleher, M.; Qaddoumi, I.; Moreira, D. C. (2026). Designing Educational Interventions for the Timely Diagnosis of Pediatric Cancer. *Pediatric Blood & Cancer*, 73(9).

Yasmeen, N.; Omran, N.; Chaudry, S. S.; Shrafeldin, H.; Foo, J. C.; Andujar, A.; **Berg, F.**; Licon, S.; Bouffet, E.; Upadhyaya, S. A. (2026). Evaluating the impact of virtual tumor boards: A mixed-methods analysis of global alliance for pediatric neuro-oncology’s case discussions. *NEUPED*, 2(3), wuag048.

Berg, F.; Andujar, A.; Chatman, G.; Rodríguez-Galindo, C.; Qaddoumi, I.; Moreira, D. C. (2026). Online outcomes of a pediatric neuro-oncology course for multidisciplinary healthcare professionals in low-and middle-income countries. *Journal of Cancer Education*, 41(3), 470-476.

Hashmi, S. K.; **Berg, F.**; Mikkelsen, M. K.; Bhatt, N.; Inaba, H.; Moreira, D. C. (2025). Pediatric Hematology/Oncology Fellowship Match Trends in the United States: Analysis From 2008 to 2025. *Pediatric Blood & Cancer*, 72(12), e32070.

Hashmi, S. K.; Chitsike, I.; Mulindwa, J. M.; Naidu, G.; Irwin, L. F.; **Berg, F.**; Chatman, G.; Andujar, A.; Rodriguez-Galindo, C.; Bhakta, N. (2025). Introductory Course in Pediatric Oncology for Registrars/Residents and Medical Officers in Sub-Saharan Africa: A Pilot Study. *Pediatric Blood & Cancer*, 72(11), e32017.

Berg, F.; Bryan, G.; Andujar, A.; Graetz, D. E.; Rodríguez-Galindo, C.; Qaddoumi, I.; Moreira, D. C. (2025). Building pediatric neuro-oncology capacity in LMICs through multidisciplinary education and collaboration: a

mixed-methods analysis. *Neuro-oncology advances*, 7(1), vda153.

Berg, F.; Moreira, D. C. (2025). From Caution to Readiness: The Case for Responsible AI in Pediatric Oncology Education. *Journal of Cancer Education*, 40(6), 835-838.

Moreira, D. C.; Hashmi, S. K.; Andujar, A.; **Berg, F.**; Conger, K.; Fox Irwin, L.; Mikkelsen, M.; Antillón-Klussmann, F.; Bazzeh, F.; Cypriano, M. (2025). The St. Jude global academy: a multifaceted education program to expand pediatric oncology workforce capacity. *Pediatric Blood & Cancer*, 72(3), e31499.

Berg, F.; Conger, K.; Avula, M.; Hansen, C.; Chatman, G.; Provasnik, J.; Alguire, K.; Wellman, A.; Chantada, G.; Rodriguez-Galindo, C. (2024). The transformation of Cure4Kids: expanding knowledge transfer capacity. *Pediatric blood & cancer*, 71(8), e31135.

Published conference abstracts

Youngner, T.; Barclay, C.; Lobo, C.; Idassi, O. M.; Moreira, D.; **Berg, F.**; Faris, N. R.; Hankins, J. S.; Athale, U. (2026). A Global Needs Assessment Survey on Health Care Providers' Skills & Gaps in Sickle Cell Disease Care. *Pediatric Blood & Cancer*, 73, S138-S138.

Berg, F.; Bryan, G.; Andujar, A.; Graetz, D.; Qaddoumi, I.; Moreira, D. (2025). Building Pediatric Neuro-Oncology Capacity in LMICs Through Multidisciplinary Education and Collaboration. *Pediatric Blood & Cancer*, 72, S392-S393.

Unpublished doctoral dissertation

Josey (Berg), F. (2016). Technology-Enriched Universal Design for Learning Strategies in Postsecondary Education. University of Memphis.

Scholarly work in progress

A Novel Online Pediatric Onco-Critical Care Course: Impact on Clinicians Managing Critical Complications of Childhood Cancer in Resource-Variable Settings. Manuscript in progress; co-first author (analysis and manuscript).

Rehabilitation for Children with Cancer: Global Opportunities and Need for Systems-Aligned Interventions. Manuscript in progress; co-first author (analysis and manuscript).

Conference abstracts

Accepted abstracts — SIOP 2026 Congress, Fall 2026

Berg, F., & Moreira, D. Analyzing Performance to Optimize Learning Outcomes (APOLO): A standardized approach to measure the impact of pediatric oncology education. Abstract 1022.

Berg, F., Andujar, A., Qaddoumi, I., & Moreira, D. Perceived barriers and facilitators to blended continuing medical education in LMICs: Evaluation of a pediatric neuro-oncology course. Abstract 1029.

Berg, F., Fox Irwin, L., Andujar, A., Salazar, E., Horner, J., Hashmi, S., Mikkelsen, M., & Moreira, D. C. Pediatric oncology education evaluation practices for physicians in LMICs: A scoping review. Abstract 1035.

Service & leadership

Peer Reviewer, *Journal of Continuing Education in the Health Professions* | September 2026–Present

Peer Reviewer, *Journal of Cancer Education* | August 2026–Present

Peer Reviewer, *BMC Medical Education* | May 2026–Present

Abstract Reviewer / Evaluator, AECT Conference | 2024

Operating Company Representative, FedEx Executive Leadership Development Team | 2019

Member, FedEx Freight Learning & Development Core Leadership Team | 2017–2018

Publication Reviewer, *Journal of Educators Online* | 2017

Founder, UDL in Higher Education Summit, Tennessee Board of Regents | 2016–2017

Co-Chair, UDL Committee, University of Memphis | 2016–2017

Co-Chair, Web Accessibility Subcommittee, University of Memphis | 2016

Coordinator, SARA / State Authorization of Distance Education, University of Memphis | 2015–2016

Distance Learning Representative, Accessibility (AIMT) Committee, University of Memphis | 2015–2016

Board Member, ASTD Memphis | 2014–2015