

Fair Berg, EdD

Learning Leader | Education Researcher | fairberg.com

Professional Summary

Learning and development leader with 15+ years of experience managing teams, programs, and evaluation in global education, higher education, medical education, and enterprise L&D. Proven manager who has built and led cross-functional teams, set instructional design standards, and directed learning strategy aligned to business and educational outcomes. Expertise spans training program management, learning evaluation, instructional design, accessibility, change management (Prosci-certified), and mixed-methods research. Trusted partner to executives, faculty, and clinicians; recognized for translating evidence into scalable training, measurable impact, and leadership development.

Core Competencies

Learning & Development Leadership • Training Program Management • Team Leadership & People Management • Instructional Design & Online Learning • Learning Strategy • Education Research & Program Evaluation • Mixed-Methods Evaluation • Continuing Professional Development • Learning Outcomes Assessment • Survey & Assessment Design • Qualitative Research & Thematic Analysis • Global Education & Workforce Development • Universal Design for Learning (UDL) • Web Accessibility (WCAG) • Learning Analytics & Dashboards • Change Management (Prosci) • Cross-Functional Collaboration • Talent & Succession Planning • Executive Stakeholder Engagement • Scholarly Writing & Dissemination

Tools & Platforms

MAXQDA, R / RStudio, GraphPad Prism, Power BI, Excel, Smartsheet, EndNote, Covidence, Rayyan, LMS platforms.

Research Foci — Engaged Learning for Impact

Inclusive Design. Designing accessible, relevant, and context-responsive learning experiences for diverse audiences.

Learning Evaluation. Measuring outcomes, implementation, learner experience, behavior change, and educational impact.

Adult Learning as a Change Driver. Using adult learning principles to support practice improvement, professional growth, and organizational change.

UDL-Informed Evaluation. Applying Universal Design for Learning and accessibility principles to the evaluation of learning experiences.

Learner-Driven Change. Using learner needs, feedback, context, and experience to guide educational improvement.

Impact-Focused Evaluation. Evaluating education beyond satisfaction and knowledge gain to understand behavior, systems, and practice.

Professional Experience

Research Scientist, St. Jude Global Academy — St. Jude Children's Research Hospital

May 2024 to Present

- Lead education research and mixed-methods evaluation for global education initiatives focused on workforce development, learning outcomes, and educational impact.
- Design and evaluate educational interventions for professional learners, including hybrid certificate programs, workshops, online case discussions, observerships, and fellowship-related experiences.
- Develop evaluation instruments, including needs assessments, pre/post surveys, knowledge assessments, learning environment measures, and qualitative feedback tools.
- Translate findings into manuscripts, abstracts, figures, dashboards, and internal reports; advance responsible AI use in education research.

Instructional Design, Global Pediatric Medicine — St. Jude Children's Research Hospital

Sept 2022 to May 2024

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

Instructional Design & Learning Strategy — Independent Consultant

Dec 2019 to Sept 2022

- Provided instructional design, learning strategy, professional development, and online course consulting for diverse clients.
- Designed customized learning solutions, curriculum, digital assets, and evaluation-informed experiences aligned with organizational and learner needs.

Lead Instructor & Course Developer — Tennessee Board of Regents eCampus

Oct 2020 to May 2021

- Developed and taught graduate-level 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 Designer, Center for Innovative Teaching and Learning — The University of Memphis

June 2020 to May 2021

- Taught undergraduate and graduate courses in instructional design and educational technology.
- Led design, launch, and execution of online programs in partnership with academic leadership.
- Delivered professional development for course developers during the rapid transition to online instruction.

Organizational Effectiveness Manager — FedEx Freight

Mar 2019 to Dec 2019

- Led and managed the first Organizational Effectiveness team, hiring and directly supervising a four-person team across performance management, competency modeling, selection, succession, and talent assessment.
- Executed organizational effectiveness strategy; presented to executive and senior leaders, including talent reviews and engagement results at the Leadership Conference.
- Served as operating company representative on the FedEx Executive Leadership Development Team.

Instructional Design Lead — FedEx Freight

Sept 2017 to Mar 2019

- Led development of instructional design standards, project management processes, and learning development tools across the L&D function.
- Designed instructional solutions aligned with business outcomes and KPIs; reviewed content for quality, accuracy, and brand compliance.
- Directed a portfolio of initiatives spanning learning technology, change management, leadership development, frontline onboarding, modernization, safety, and compliance.

Instructional Designer, Center for Innovative Teaching and Learning & Adjunct Faculty — The University of Memphis

June 2014 to Sept 2017

- Founded and led the first annual Universal Design in Higher Education Conference.
- Created and led the first annual Winter Summit professional development series for online instructors.
- Co-chaired the UDL Committee and Web Accessibility Subcommittee; implemented standards based on WCAG, UDL, Quality Matters, and OLC frameworks.

Graduate Asst. & Adjunct Instructor, Instructional Design and Technology — The University of Memphis

2012 to 2014

- Coordinated field experience placements and technology professional development workshops for graduate students and educators.
- Co-taught and supported graduate coursework; managed online course updates and the development of course shells.
- Designed and developed learning materials including online courses, websites, print/web resources, and instructor/participant guides for corporate, healthcare, and nonprofit clients.
- Key engagements: FedEx Quality Driven Management (QDM) Mastery Guide and Evaluation Model, UTHSC Healing Homes curriculum, Memphis Redbirds Education Days curriculum, and graduate certificate course redesign.

Spanish Instructor & Online ESL Tutor — World Language Education

2005 to 2012

- Designed, developed, and evaluated foreign language curricula for secondary and adult learners.
- Integrated technology and online learning tools to differentiate instruction based on individual learner needs and goals.

Education & Certifications

Doctor of Education, Instructional Design and Technology — The University of Memphis (2016)

Master of Science, Instructional Design and Technology — The University of Memphis (2013)

Graduate Certificate, Instructional Computing Applications — The University of Memphis (2012)

Certified Change Management Professional — Prosci (2024)

Honors & Awards

Scalability Award — St. Jude Global (May 2026)
Trust Award — St. Jude Global (Aug 2024)
Bravo Zulu Award — FedEx Freight (2017 & 2018)

Professional Service & Leadership

Invited Reviewer — BMC Medical Education (2026 to Present)
Invited Reviewer — Journal of Cancer Education (2025)
Abstract Reviewer / Evaluator — Association for Educational Communications and Technology Conference (2024)
OpCo Representative, Executive Leadership Development Team — FedEx (2019)
Member, Learning & Development Core Leadership Team — FedEx Freight (2017 to 2018)
Publication Reviewer — Journal of Educators Online (2017)
Founder, UDL in Higher Education Summit — Tennessee Board of Regents (2016 to 2017)
Co-Chair, Universal Design for Learning Committee — University of Memphis (2016 to 2017)
Co-Chair, Web Accessibility Subcommittee — University of Memphis (2016)
Board Member — ASTD Memphis (2014 to 2015)
President, Instructional Design & Technology Graduate Student Association — University of Memphis (2013 to 2014)

Publications

Peer-Reviewed

Berg, F., & Moreira, D. C. (2026, in progress). **Designing Educational Interventions for the Timely Diagnosis of Pediatric Cancer**. Accepted for publication in *Pediatric Blood & Cancer*. Manuscript 1451006.

Berg, F., Andujar, A., Chatman, G., Rodriguez-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.

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.

Berg, F., Bryan, G., Andujar, A., Graetz, D. E., Rodriguez-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), vdaf153.

Berg, F., Conger, K., Avula, M., Hansen, C., Chatman, G., Provasnik, J., et al. (2024). **The transformation of Cure4Kids: Expanding knowledge transfer capacity**. *Pediatric Blood & Cancer*, 71(8), e31135.

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

Winslow, J., Dickerson, J., Weaver, C., & Josey (Berg), F. (2016, January). **Iterative and Event-based Frameworks for Technology Professional Development Partnerships**. TechTrends.

In Progress

Berg, F., Andujar, A., Irwin, L. F., Salazar, E., Horner, J., Mikkelsen, M., Hashmi, S., & Moreira, D. C. **Evaluation Patterns in Pediatric Oncology Education for Physicians and Physicians-in-Training in Low- and Middle-Income Countries**. Manuscript in progress.

Sparrow, J., Berg, F.*, Gipson, C., Rodriguez-Galindo, C., & Moreira, D. C. **Rehabilitation for Children with Cancer: Global Gaps and Need for Systems-Aligned Interventions.** Manuscript in progress.

Lamia, M. F., Berg, F.*, Wiedower, S., Cardenas-Aguirre, A., Puerto-Torres, A. M., Worley, G., Algire, K., Shuler, A., Andujar, A., Gabela, A., McArthur, J., Moreira, D., Arias, A. V., & Agulnik, A. **Global Online Course in Pediatric Onco-Critical Care: A Data Analysis of Impact on Clinicians in Resource-Limited Settings Managing Critical Complications of Cancer Treatment in Children.** Manuscript in progress; pending journal submission.

Invited Presentations

2026, Fall. Berg, F., & Moreira, D. **Analyzing Performance to Optimize Learning Outcomes (APOLO): A standardized approach to measure the impact of pediatric oncology education.** International Society of Paediatric Oncology (SIOP) 2026 Congress. Abstract 1022.

2026, Fall. 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.** SIOP 2026 Congress. Abstract 1029.

2026, Fall. 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.** SIOP 2026 Congress. Abstract 1035.

2021, Spring. **Instructional Design Consulting.** IDT 7095/8095 - Developing Interactive Learning Environments II (Guest Speaker). Virtual Presentation.

2021, Spring. **The GOLD Standard: Online Course Quality at UofM Global.** With S. Vann. D2L Course Quality Improvement Network. Virtual Presentation.

2021, Spring. **Driven by Teaching: Promoting Pathways for Faculty Development in a 1-Day Self-Paced Course.** With K. Sharpe. OLC Innovate. Virtual Conference.

2020, Fall. **Getting Started with Accessibility.** With T. Lange. Coffee with an Instructional Designer, The University of Memphis. Virtual Presentation.

2020, Summer. **15 Tips and Tricks for Online Student Engagement.** With K. Sharpe. Departmental Presentation, The University of Memphis. Virtual Presentation.

2020, Summer. **Making an Impact: Strategies for Online and Remote Instruction During a Global Pandemic.** With K. Sharpe. UM3D Ignite, The University of Memphis. Virtual Presentation.

2020, Summer. **Going Online with Universal Design for Learning.** With S. Vann. UM3D Ignite, The University of Memphis. Virtual Presentation.

2020, Summer. **Online Assessments 101: Creating Assessments That Work for Everyone.** With S. Vann. UM3D Ignite, The University of Memphis. Virtual Presentation.

2019, Summer. **Annual Voice of the Team Member Survey (Translating Engagement Scores into Actionable Results).** With G. Taylor. FedEx Freight Annual Leadership Conference. Kansas City, Missouri.

2017, Summer. **Tough Challenges Think Tank: Accessibility.** With T. Tobin & A. Haynes. Distance Teaching and Learning Conference. Madison, Wisconsin.

2017, Spring. **Reaching all Learners at the University of Memphis: a Game Plan for Accessible Instruction.** With T. Martindale. National Federation of the Blind Tennessee Annual Convention. Memphis, Tennessee.

2017, Winter. **Reaching all Learners: Universal Design for Learning in the Online Classroom.** With L. Houston, R. Bowery, & T. Martindale. ELI Annual Meeting. Houston, Texas.

2017, Winter. **Executive Decision-Making with Visualized Data.** With R. Bowery, L. Houston, & T. Martindale. ELI Annual Meeting. Houston, Texas.

2016, Summer. **Reaching all Learners: Universal Design for Learning in the Online Classroom.** Presented at Tennessee eCampus Summer Academy. Nashville, Tennessee. With L. Houston, R. Bowery, & T. Martindale.

2016, Spring. **Improving Online Presence to Recruit and Connect with Student Veterans.** With R. Bowery, S. Blaisdell, & K. Thurmond. Invited Panel. Veterans Education Academy-West, Memphis, Tennessee.

2016, Spring. **Technology-Enriched Universal Design for Learning Strategies in Postsecondary Education.** Presented at the Universal Design for Learning Implementation and Research Network Summit. Towson, Maryland.

2015, November. Josey (Berg), F., & Houston, L. **Adopting a Blended Learning Model: Key Issues and Strategies for Professional Development.** Presented at Association for Educational Communications and Technology Annual Conference, Indianapolis, Indiana.

2015, July. Houston, L., & Josey (Berg), F. **Blended Instruction: Finding the Right Mix.** Presented at Regents Online Campus Collaborative Summer Academy, Knoxville, Tennessee.

2015, February. Josey (Berg), F. **Lights, Camera, Action! Youtube Video Editor.** Presented at T3 Memphis, Memphis, Tennessee.

2014, November. Weaver, C., Dickerson, J., Winslow, J., & Josey (Berg), F. **Teachers and Technology: Leveraging University Faculty and Student Expertise to Meet Demands for High Quality Technology Professional Development.** Concurrent Session. Presented at Association for Educational Communications and Technology Annual Conference, Jacksonville, Florida.

2014, November. Josey (Berg), F., & Weaver, C. **Online Graduate Student Organizations.** Invited Panel. Association for Educational Communications and Technology Annual Conference, Jacksonville, Florida.

2014, April. Josey (Berg), F. **Powerful Tools for Productive Teaching.** Presented at InnovatEducation Conference, Memphis, Tennessee.

2014, February. Mims, C., & Josey (Berg), F. **Sounds Good to Me: Learning and Digital Audio.** Presented at T3 Memphis Professional Development, University of Memphis, Memphis, Tennessee.

2013, November. Josey (Berg), F., & Martindale, T. **A Review of Open Educational Resources.** Presented at the annual meeting of the Association for Educational Communications and Technology, Anaheim, California.

Career Arc

