

RICHARD LUCCHESI

CURRICULUM & GTM ENABLEMENT LEADER

Sales Enablement • Learning Strategy • Instructional Design • Behavior Change • Commercial Leadership

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EXECUTIVE PROFILE

I create dynamic curriculum to turn business priorities into practical, enjoyable, simple learning.

Curriculum and GTM enablement leader with 20+ years designing role-relevant learning and 15+ years leading a founder-run commercial operation. Combines instructional design, sales fluency, creative production, stakeholder leadership, and data-informed iteration to move learners from awareness to fluency to confident execution. Experienced building active practice, coaching systems, multimedia resources, and measurable learning experiences for diverse global audiences.

SELECTED IMPACT

20+ YEARS CURRICULUM & LEARNING DESIGN	15+ YEARS FOUNDER-LED COMMERCIAL LEADERSHIP	300+ ORIGINAL ARTWORK SALES MANAGED
20+ SPONSORSHIP DEALS NEGOTIATED	2,500+ MULTIMEDIA LEARNING ASSETS PRODUCED	110M+ LONG-FORM VIEWS

CORE EXPERTISE

GTM Curriculum Strategy • Onboarding & Everboarding • Sales Enablement • Adult Learning • Role-Based Learning Journeys • Instructional Design • Workshops & Simulations • Practice Labs • Assessments • Manager Reinforcement • Job Aids • Learning Measurement • Stakeholder & Team Leadership • AI-Assisted Development

PROFESSIONAL EXPERIENCE

Founder & Commercial / Creative Director

HallyuBack International, LLC

2011–Present

- Built and led an international media business, translating audience and customer insight into content strategy, partnerships, revenue opportunities, and repeatable operating systems.
- Managed every sale of 300+ original acrylic paintings featured in HallyuBack content—from inbound inquiry and consultative customer communication through close and post-sale follow-through—creating a high-trust sales channel from audience interest.
- Negotiated all 20+ sponsorship campaigns and partnership agreements with organizations including CJ E&M, SBS PopAsia, KOCOWA, Viki, HelloTalk, MyDramaList, OnDemand Korea, Kokobox, and K-pop Amino.
- Directed 2,500+ complete production cycles across two channels, personally editing about 99% of releases while scaling the audience to 110M+ long-form views and 312K+ peak subscribers.
- Used performance data, customer feedback, and continuous experimentation to refine messaging, improve engagement, and sustain quality at high production velocity.

International Lecturer & Learning Experience Designer

Ulster University at Shaanxi University of Science and Technology

2025–Present

- Designed role-relevant curriculum for learning journeys that progress from concept awareness to guided practice, real-world application, feedback, and confident unscripted performance.
- Built facilitator-led sessions, multimedia lessons, practice activities, presentation resources, assessment criteria, and reinforcement tools; integrate generative AI to accelerate development without sacrificing judgment or learner needs.
- Created high-demand in-person English Corner experiences—one filled within 10 minutes—and a video-based speaking assessment for approximately 140 students that achieved nearly 100% participation.

Assistant Professor
Kyung Hee University

2008–2014

- Designed student-centered English curricula for learners across disciplines and proficiency levels, aligning outcomes, practice, feedback, and assessment to academic and real-world communication needs.
- Facilitated discussion, role-play, presentations, collaborative projects, storytelling, and multimedia activities that turned knowledge into observable behavior and increased confidence in authentic communication.
- Coached and mentored students and future educators through individualized feedback, scaffolded practice, reflection, and inclusive learning environments built for experimentation and growth.

Director & Video Producer, Global Studio Network

Kyung Hee University

2010–2012

- Led a six-person production team and 10+ student performers through hiring, auditions, onboarding, scheduling, coaching, production standards, filming, editing, and post-production.
- Produced 10 episodes across two seasons of an original web series, translating a creative concept into coordinated workflows, performance guidance, deadlines, and publishable deliverables.
- Built practical systems that helped contributors perform effectively under tight schedules and limited resources while maintaining quality and a supportive developmental environment.

SELECTED ADDITIONAL LEADERSHIP

Real Estate Investor & Short-Term Rental Manager

New York & Florida

2016–2022

- Managed thousands of whole-house reservations across multiple properties, overseeing guest communication, issue resolution, service standards, vendor coordination, and operational consistency.

ACE Program Head Tutor

Rochester City School District

2006–2007

- Led tutoring support and learner development in a complex public-school environment, adapting instruction and coaching to varied needs and performance gaps.

SIGNATURE INNOVATION

EvidenceOS | Founder, AI Research Platform

Developing an AI-powered platform that guides educators, graduate students, and researchers through literature-review planning, evidence organization, synthesis, and publication workflows—turning a complex process into structured, practical performance support.

PUBLISHED AUTHOR

Ten books since 2025; multiple Amazon category bestsellers. Memoir, adventure, literary fiction, and romantic mystery; selected works published in English, Italian, and French.

EDUCATION

M.S. Adolescent Spanish Education | M.S. Adolescent Special Education — St. John Fisher University

M.S. Adolescent Bilingual Education — Nazareth University

B.A. Spanish | B.A. Employment Relations — State University of New York at Potsdam

TECHNOLOGY & LANGUAGES

AI & Creative: ChatGPT; Claude; Midjourney (working knowledge); Final Cut Pro 7/X; Canva

Languages: English (native); Spanish and Italian (intermediate); Korean (basic)