SPARKLE SULLIVAN, MBA, MPA, ACC

Owner, The Sparkle Impact, LLC | Workforce Capability Strategist

Greater Chicago Area | Nationwide Virtual Services | info@thesparkleimpact.me | The Sparkle Impact on LinkedIn

EXECUTIVE PROFILE

Sparkle Sullivan, MBA, MPA, ACC, is the Founder & Managing Owner of The Sparkle Impact, LLC, delivering Executive Presence, Human-Centered AI Capability, career readiness, and Instructional Systems Design (ISD) solutions to higher education, government, and enterprise clients nationwide. As a workforce capability strategist, she exercises full operational, financial, and strategic authority, with a documented history of translating complex organizational challenges into scalable capability systems that produce measurable outcomes.

Backed by 24 years of cross-sector performance designing and executing professional development, instructional systems, and organizational performance solutions across corporate, academic, and nonprofit environments. Proprietary AI-enablement training designed and facilitated under this practice has produced 100% participant confidence and 89% independent workplace application within one week of delivery across both in-person and nationwide virtual platforms.

PROPRIETARY METHODOLOGIES

- **The SPARKLE Framework**: Converts abstract enterprise and workforce strategy into repeatable, frontline operational workflows to drive sustained performance.
- **The Capture, Clarify, Create AI Model:** Translates complex AI prompt mechanics into practical digital frameworks, accelerating rapid workforce capability adoption.

CORE EXPERTISE

- Workforce Capability Development
- Executive Presence Coaching
- Human-Centered AI Capability
- Instructional Systems Design
- Adult Learning & Coaching Systems
- Curriculum Design & Architecture
- Organizational Capability Scaling
- Performance Improvement ROI
- Change Management Frameworks
- Cross-Functional Collaboration

EDUCATION

Master of Business Administration
Master of Public Administration
Keller Graduate School of Management

Bachelor of Science, Management
Southern Illinois University Carbondale

PROFESSIONAL CREDENTIALS

Associate Certified Coach (ACC)
International Coaching Federation

AI Skills Fundamentals
Western Governors University

WGU Coach
Western Governors University

Executive Leadership, Coaching & Influence
LinkedIn Learning (PMI Approved Provider)

PROFESSIONAL AFFILIATIONS

American Marketing Association
AMA, WGU Collegiate Chapter
Event Host & Panelist
American Management Association
Sigma Beta Delta Int'l Honor Society

REPRESENTATIVE RESULTS

24	100%	89%	10%	90%+
Years of Experience	Workshop Confidence	Workplace Application	Completion Increase	Cohort Completion

REPRESENTATIVE EXPERIENCE

The Sparkle Impact, LLC 2026 – Present
Owner

- Corporate Governance: Own and operate a workforce capability firm delivering Executive Presence, Human-Centered AI Capability, and Instructional Systems Design (ISD) solutions to higher education, government, and enterprise clients.
- Operational Authority: Retains full fiscal, strategic, and legal authority for business strategy, client engagement, and solution delivery.

Western Governors University 2019 – Present
Senior Program Mentor

- AI Workflow Architecture: Executed an AI-enablement coaching framework for mentor teams utilizing the *Capture, Clarify, Create* model, producing 100% participant confidence and 89% immediate independent workplace application within one week of delivery.

- Program Mobilization: Spearheaded the programmatic launch of core graduate-level Management & Leadership tracks; authored comprehensive institutional onboarding frameworks, curriculum training materials, and alternative certificate pathways.
- Workforce Enablement: Facilitated an intensive professional development seminar for 34 academic leaders, securing a 76% evaluation rating; selected as a recurring panelist for the enterprise onboarding team, currently serving a third consecutive six-month term.

Eastern Gateway Community College 2020 – 2024

Adjunct Instructor

- Cohort Facilitation: Delivered monthly instruction to cohorts of approximately 30 adult learners in Organizational Behavior and Principles of Management, embedding applied executive presence.
- Institutional Governance: Contributed directly to the Academic Quality & Student Success Committee to elevate learning outcomes and maintained cohort completion rates exceeding 90%.

Center for Excellence in Higher Education 2013 – 2021

Associate Dean | Course Instructor

- Academic Administration: Provided academic oversight and faculty development support for the School of Business, strengthening student success systems and coaching-informed practices for adult learners pursuing workforce readiness.
- Workflow Optimization: Redesigned student support workflows and standardized communication protocols, improving first-term completion for at-risk students by 10% within a one-month optimization cycle.
- Curriculum Design: Designed curriculum spanning business communication, conflict resolution, negotiation, and organizational change; developed a pilot Professional Development course later expanded from 3 to 5 credit hours, achieving a 90% course completion rate.

Luna Flooring 2015 – 2018

Customer Account Manager

- Contract Administration: Managed performance and tracked installation milestones for a national network of 300+ subcontractor agreements utilizing Salesforce CRM, serving as the primary escalation point for cross-functional problem-solving.
- Workforce Capability: Designed and delivered conflict resolution, service recovery, and accountability training for a 15-person customer-facing team.
- Process Optimization: Redesigned workflows and authored standard communication templates, slashing customer service resolution times by 40% to 50% (from 7–10 days down to a 3–5-day average). service execution while serving as primary escalation point for cross-functional problem-solving.

Pitney Bowes 2008 – 2010

Sales Executive, Government and Education Markets

- Account Management: Managed solution delivery and contract fulfillment for 200+ government, education, and corporate clients utilizing Salesforce CRM.
- Regional Facilitation: Led regional marketing and organizational performance meetings across cross-functional enterprise initiatives to synchronize strategic goals.
- Executive Briefings: Delivered presentations translating complex organizational challenges into practical, procurement-ready solutions for senior decision-makers.

Enterprise Rent-A-Car 2002 – 2007

Branch Manager | Management Training Program

- Personnel Development: Coached and trained 10+ Management Trainees in professional communication, critical thinking, and conflict resolution skills to build leadership pipelines.
- Operations Management: Led the #1 performing branch team across a 30+ location region, establishing the facility as a core training site for corporate development.
- Pipeline Advancement: Executed structured coaching and performance readiness frameworks, directly advancing multiple trainees into management team roles.

COMMUNITY LEADERSHIP

Magnifying Beauty Within Foundation 2012 – 2013

Director & Curriculum Designer

- Instructional Architecture: Partnered with executive leadership to design the organization's foundational youth mentorship curriculum, facilitator guides, and training workshops; provided ongoing advisory support through 2024.

Angel Tree Ministry, Lighthouse Church of All Nations 2013 – 2022

Administrative & Operational Coordinator

- Process Optimization: Redesigned the annual distribution workflow, reducing processing time from 4 hours to 1 hour, a 75% efficiency gain, while expanding capacity to serve more families using existing resources.

SPEAKING & THOUGHT LEADERSHIP

- Workforce Workshops: Delivered communication workshops for DePaul University's NABA student leaders and facilitated workforce readiness sessions for Operation Hope small business cohorts.
- Summit Moderation: Selected to lead the Human-Centered AI session at the 2026 WGU Business Summit in Las Vegas; served as Master of Ceremonies and Panel Moderator for the AI Business Chamber's Summit (150+ leaders).
- Expert Panels: Served as a specialized Responsible Use of AI Panelist for the joint American Marketing Association (AMA) and Western Governors University professional initiatives, alongside hosting the chapter's anniversary event.