

JUAN ETCHEGARAY | Learning & AI Enablement

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EU work permit through 2030 — no sponsorship required.

Portfolio: <https://learning.juanetch.com/>



 @juanetch

Fifteen years designing learning for adults, nine of them running the school I founded. I build the whole chain — curriculum, content, faculty, platform, and the campaign that fills the room. What I add that most L&D profiles do not: **I implement AI myself**. At FSSC I took an unsolicited proposal for company-wide AI adoption through security review, business case and the Executive Board in seven months, and I am now leading the rollout team by team.

Looking for a role where enablement is the job rather than something I do on top of it — **L&D, AI enablement, or customer and product education** — in an English-first company.

EXPERIENCE

Content Officer | AI Ambassador

2025 — Present

FSSC, 's-Hertogenbosch, Netherlands · global food safety certification body, 40,000+ certified companies

- Proposed organization-wide AI adoption unprompted, then carried it through security review, vendor comparison, data protection and the Executive Board. Budget approved seven months after the first proposal; now leading the rollout, team by team.
- Designed and delivered the organization's first AI workshop for 30+ colleagues, in English, for an audience with no shared vocabulary for the tools.
- Led the selection and setup of a translation management platform — vendor evaluation, configuration, tutorials and live training for the technical team — and built a working translation prototype myself (React/Vite + Claude API + DeepL).
- Rebuilt the content strategy and put measurement behind it: **+142% average daily impressions** (1.3M in ten months), engagement rate from **5.9% to 12.1%**, and **+45% follower growth** (12,750 new followers).
- Introduced video: procured the first audiovisual kit, then filmed and produced interviews and full coverage of an industry event with 280 leaders.

Founder | Learning & Development Manager

2017 — 2026

Grow Digital School, Buenos Aires, Argentina · one of the country's three largest digital schools by 2019

- Founded and ran a digital marketing school for nine years: **10,000+ students**, **50+ courses developed**, and **150+ instructors** across the period.
- Owned the full instructional design cycle — market analysis, course concept, syllabus, assessment, post-launch survey and annual review. I arrived at a process near-identical to ADDIE independently, years before I read the name for it.
- Recruited, briefed and quality-managed a faculty of working practitioners with continuous turnover, rated by name every term on three dimensions — the mechanism that kept the curriculum current.
- Corporate training: co-developed a six-class program with RE/MAX's own learning team for **6,000 agents** across Argentina and Uruguay — 48 filmed lessons with nine instructors in two months. Other clients included HSBC, Telecom, New Holland, Sony Music, CONMEBOL and the Red Cross.
- Rebuilt the product when the market changed: all delivery converted to online in 2020, with the whole faculty enabled on it in weeks; modular tracks and recorded video feedback in 2023.

- Organized and produced **70+ workshops and webinars**, and ran the school's own marketing: paid media, email, web and 500+ promotional spots.
- Planned exit: bought out all partners in 2024 by taking on the debt, cleared it in six months, and closed the school as sole owner.

Learning & Development Manager, Digital

2011 — 2017

Brother Creativity School, Buenos Aires, Argentina

- Started as an unpaid teaching assistant and left running the school's entire digital area — programs, faculty, regional rollout and content.
- Created **Argentina's first digital creativity course** (2013), then a four-subject annual program (2015) and a social creativity course (2016), designing the academic program and teaching the core subject myself.
- Took the programs international: trained and aligned local faculty in Montevideo, Lima, Santo Domingo, Bogotá, Barcelona and Madrid. Organized 30+ workshops with industry leaders and NGOs so students worked on real briefs.
- The school grew from one annual course with 50 students to around **400 students a year**, and its community from 5,000 to 50,000 followers.
- The school won El Diente, Argentina's award for best creative school, every year I was there.

Creative Content Manager

2016 — 2018

National Ministry of Transport, Buenos Aires, Argentina

- Led a team of ten and set the creative direction for national infrastructure communication.
- Turned dense technical and bureaucratic material into stories real people could follow, covered 150+ ministerial events live, and designed social media training for 11 affiliated organizations.

Creative Copywriter

2010 — 2016

DDB · DON · McCann · Ogilvy, Buenos Aires, Argentina

- Copywriting in one of the world's most competitive creative markets, for Philips, Toyota, Coca-Cola, LATAM, DirecTV, Reebok and 20th Century Fox.
- Concept development, scripts for radio and television, and presenting work to clients — the craft the teaching was always fed by.

EDUCATION

Bachelor's Degree, Economics

2004 — 2009

University of Buenos Aires (UBA), Argentina

SKILLS

- **Learning & enablement:** instructional design · curriculum architecture · learning experience design · workshop facilitation · faculty and SME management · change management
- **AI:** Claude · GPT · Gemini · NotebookLM · prompt design · workflow automation · building internal tools on LLM APIs · AI governance and security review processes
- **Platforms & production:** LMS (Sensei, Moodle, Wormhole, Coassemble, Google Classroom) · Phrase · Microsoft 365 · Jira · video direction and editing (Premiere, Final Cut) · copywriting · content strategy
- **Also:** content creator with 200K+ followers · campaign work for eight brands · invited onto national television, radio and press in Argentina as a specialist
- **Languages:** Spanish (native) · English (fluent, full professional proficiency)