Beril Yabar, MBA

AI Enablement & Client Transformation

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PROFESSIONAL SUMMARY

AI Enablement and Organizational Transformation leader with experience in AI adoption strategy, change management, learning and development, and client and partner enablement. Builds go-to-market service offerings, role-based training programs, and adoption plans that connect complex technology to the people using it. Background spans business operations, financial services, instructional design, and executive communication. MBA. Fully bilingual English and Turkish.

CORE SKILLS

AI Enablement · AI Adoption Strategy · Generative AI Tools (ChatGPT, Claude) · Change Management (Prosci ADKAR) · Organizational Transformation · Learning & Development · Instructional Design · Curriculum Development · Training Program Design · Customer Education · Client & Partner Enablement · Go-to-Market Strategy · Microsoft Marketplace / Partner Center · Stakeholder Management · Cross-Functional Leadership · Program Management · Learning Measurement (Kirkpatrick, Phillips ROI) · Workshop Facilitation · Process Documentation · Accessible Learning Design · Executive Communication

PROFESSIONAL EXPERIENCE

Fractional Director, AI Enablement & Client Transformation 2026 – Present

TrimaxSecure · Microsoft Solutions Partner in cloud, security, and AI

- Built a Microsoft Marketplace offer line from the ground up: 18 live offers, built in Partner Center myself and released in waves starting with Security.
- Ran market benchmarking and designed a repeatable offer model: a free one-hour assessment leading to a paid implementation.
- Wrote every offer, recommended pricing, and created client-facing collateral; CEO approved commercial decisions and the technical lead validated scope.
- Now designing the next wave: a Copilot readiness assessment.

Founding Expert Advisory Board

Cognality · AI learning technology

- Created curriculum content for an AI learning platform.

Director of Operations 2011 – 2012

Pediatric Associates · Jacksonville, FL

- Ran operations through the practice's athenahealth EMR rollout, training physicians and staff and writing the procedures they used.

Financial Services 2011 – 2019

Bank of America Merrill Lynch · DHI Mortgage · TD Ameritrade · New York Life

- 5+ years as a senior loan originator; translated complex financial products into clear decisions for clients.

SELECTED WORK

- **TrimaxSecure Marketplace case study** (client work) · berilyabar-trimaxsecure.netlify.app
- **Gemini for Google Workspace adoption program** (concept) · role-based learning, champions network, 13-week change plan, Phillips ROI model, accessibility built in · berilyabar-gemini-casestudy.netlify.app
- **The 14% Problem** (concept) · six-week behavior-change program for a stalled AI rollout, with a Kirkpatrick measurement plan · 14aienablementcasestudy.netlify.app

SPEAKING

- Session presenter, Seven Bridges Writing Project Summer Institute · University of North Florida · June 2026
- On-camera presenter, national Turkish television

EDUCATION & AFFILIATIONS

- MBA, University of North Florida, Coggin College of Business · 2015
- BS, Astronomy & Space Science, Istanbul University · 2000
- Member, ATD Northeast Florida · Member, Beaches Area Toastmasters
- Languages: English and Turkish, fully bilingual · Published poet