

KRISTA VONCANNON

Richmond, TX | 832-971-1385 | kristavoncannon@gmail.com | [Portfolio](#) | [LinkedIn](#)

Learning & Development leader with 15+ years of experience designing learning strategies, developing content, and leading programs that build skills and support technology and business transformation. Brings a unique blend of instructional design, content development, technology marketing and storytelling, communications, and program leadership, with deep experience translating complex topics into engaging learning and content for diverse audiences. Currently leads a portfolio of 10+ talent and learning programs for Sysco's global 2,600+ employee Technology organization.

PROFESSIONAL OVERVIEW

Sysco Corporation | Houston, TX

DIRECTOR, TECH TALENT PROGRAMS

02/2026 - PRESENT

PROGRAM MANAGER, TECH TALENT PROGRAMS

04/2024 – 01/2026

Lead a portfolio of 10+ talent programs for Sysco's global Technology organization (2,600+ employees), spanning early careers, learning and development, and recognition to build the talent pipeline, grow employees, and drive retention. Oversee program strategies, roadmap planning, and budget management to ensure clarity, alignment, and impact.

- Designed and launched LeadForward, a 9-month global leadership development program for 60 Directors and Sr Directors across 7 locations, focused on advancing leadership readiness and preparing participants for the next level. Led the program design, curricula development, content reviews, pre and post assessments, communications, logistics, production support/workshop delivery, executive reporting, and developed a program SharePoint site and participant resources. Early program results demonstrate strong participant engagement and effectiveness, with 90%+ favorable feedback across content, delivery, facilitation, and role applicability.
- Manage the Technology Leadership Development Program, a 6-month leadership development experience for Directors focused on Leading with Courage. Responsible for participant and VP sponsor selection, communications, logistics and scheduling, executive reporting, and program execution across 9 cohorts and 90 Tech leaders. The program consistently achieves 4.2+ out of 5.0 participant ratings across effectiveness, content, and delivery.
- Developed and executed communications and adoption strategies for GROW, a Technology capability and career development framework supporting targeted employee populations. Created content and the SharePoint site used to host skill matrices, learning and growth plans, and resources. Managed employee and manager assessments and executive reporting. Today, serve as the ongoing program owner, partnering with business leaders to maintain and evolve capability frameworks, update skills and competencies as business needs change, integrate emerging capabilities such as AI, align job descriptions to GROW capabilities, and ensure content remains current and relevant.
- Directed Sysco Technology's College Internship Program, leading annual cohorts of 11 interns in 2025 and 12 in 2024, achieving a 100% intern-to-FTE acceptance rate in 2025 and 87% in 2024, with a 4.90/5 NPS in 2025 and 4.69/5 in 2024. In 2025, designed and structured a group project by identifying tech mentors, building the business requirements document, and setting timelines, resulting in the creation of Collab Café, Sysco Technology's first internal gig marketplace that expanded opportunities for collaboration and professional growth across the enterprise.
- Manage Sysco Technology's IGNITE Rotational Program, a two-year career accelerator for early talent, including rotational and final placement planning, leadership and growth plans, mentorship program management, final placement decisions and promotions, and coaching. Guided 10 participants, with 4 graduates promoted into new roles, and expanded participation by adding 2 new employees, further strengthening the early-career pipeline.
- Launched and executed Sysco Technology's first Global Technology Awards, engaging 11 sites and managing 272 nominations across 14 categories, resulting in 31 awards presented. Secured executive buy-in, coordinated with site leaders and VPs, and delivered a branded, high-impact event that earned recognition from senior leadership and reinforced leadership's commitment to employee engagement.
- Promoted Tech Talent programs globally through storytelling campaigns on the Technology Teams channel, creating an editorial calendar and sharing success stories to showcase program impact and drive employee engagement. Developed program reports to evaluate effectiveness, measure outcomes, and highlight achievements across initiatives.
- Leverage generative AI daily as a strategic and creative tool to develop strategies, research and synthesize information, create and refine content and communications, and accelerate program planning and execution.

CREATIVE LEAD, MARKETING & BRANDING

02/2022 – 04/2024

Led creative strategy and internal communications initiatives for Sysco's global Technology organization (2,600+ employees). Responsible for designing and delivering branding, content, recruiting marketing, and campaigns that strengthened Sysco's technology brand, elevated employee engagement, and supported talent attraction. Partnered with Technology leaders and employees, Corporate Communications, Corporate Branding, HR, and external partners to create compelling experiences that connected employees to strategy, culture, and innovation.

- Produced high-impact executive storytelling PowerPoints for senior-level forums (Board of Directors, Technology Leadership Team, global town halls), translating complex strategies and updates into clear, compelling narratives.
- Redesigned and developed Sysco Technology's Careers page using Figma for design and the iCIMS Content Management System to position Sysco Technology as a stronger employer brand and to attract top technology talent.
- Contributed customer-facing copy and content for Sysco Shop, Sysco's eCommerce platform, translating technology features and functionality into clear, engaging messaging that supported the digital customer experience.
- Led the marketing and communications strategy for Sysco GROW, a career development and pathways program for our largest Tech populations (Software Engineers, Project/Program/Portfolio Leaders, and People Leaders). Built a content-rich SharePoint site, created a comms plan and tailored communications for people leaders, software engineers, and P-suite roles, and coordinated reviews and approvals to ensure alignment and clarity across Sysco Technology.
- Designed and delivered a Tech Learning Series, a six-month initiative to upskill employees across project management, stakeholder management, strategic thinking, storytelling, data visualization, and leading without authority. Curated content, built learning pathways, and created communications to promote the series.
- Produced two International Women's Day videos (2023 and 2024) spotlighting women across Sysco Technology, leading end-to-end production from scriptwriting, interviews, video design & development, and editing to promotion, amplifying visibility and reinforcing Sysco's commitment to diversity and inclusion.
- Designed and developed content projects (newsletters, rebranding, articles, videos, and SharePoint sites), managing projects end-to-end through cross-functional collaboration, planning, and deadline execution to deliver engaging, high-quality materials for Sysco's global technology organization.

DESIGN & DEVELOPMENT MANAGER & SCRUM MASTER

10/2015 – 02/2022

Directed a team of 10 instructional designers while remaining hands-on in content creation, delivering enterprise-wide learning, communications, and knowledge management solutions for Sysco's 40+ business-critical applications.

- Conducted discovery and learning needs analyses with business, tech, and change management partners.
- Developed learning strategies and curricula to support large-scale, complex initiatives.
- Remained hands-on in instructional design and development, creating blended learning across instructor-led, virtual, and asynchronous formats.
- Served as Scrum Master and project manager for the learning and development team, managing work intake, project plans, resources and dependencies, risks, timelines, and delivery across concurrent learning initiatives.
- Served as the editor and reviewer for all learning content and communications, ensuring accuracy, clarity, consistency, instructional effectiveness, and alignment to audience needs while managing stakeholder reviews and approvals.
- Transformed 2,400+ pages of technical documentation into a searchable knowledge base using MadCap Flare single-source authoring.
- To support the transition to knowledge management, led the development of 800+ ServiceNow knowledge articles, expanding self-service and performance support for Sysco.

LEAD INSTRUCTIONAL DESIGNER

01/2011 – 10/2015

Designed and delivered learning experiences using the ADDIE model for large-scale technology implementations, business process changes, and new organizational capabilities.

- Created role-based blended learning experiences to support an enterprise-wide initiative to transition from disparate applications to SAP, spanning 10 functional areas, 50+ roles, and 75+ courses. Designed instructor-led training, participant and facilitator guides, hands-on exercises, job aids, assessments, and performance support, achieving 4.5+/5 participant satisfaction across content, experience, and delivery.
- Designed and developed a year-long learning and onboarding program for 60+ Food Safety Program Managers across North America. Conducted site visits, process mapping, role analysis, and field observations and partnered with QA and business leaders to incorporate regulatory, regional, and role-specific requirements into the curriculum.
- Developed learning and adoption content supporting the rollout of Sysco's digital ordering and eCommerce applications to 7,000+ sales employees and 400,000+ customers, tailoring learning, communications, videos, and performance support to the distinct needs of internal and external audiences.

Women+ in Tech Organization – Houston Chapter

LEADERSHIP BOARD MEMBER - MARKETING & COMMUNICATIONS

12/2025 - PRESENT

- Lead marketing and communications for the launch and growth of the Houston chapter
- Own end-to-end social media strategy and execution across all platforms
- Develop brand voice and inclusive messaging from the ground up, aligned with national standards
- Partner with national and local leadership to coordinate campaigns and ensure brand consistency

KEY COMPETENCIES

PROFESSIONAL SKILLS

Learning & Development, Learning Strategy & Program Design, Instructional Design, Learning Content Development & Curation, Adult Learning Principles, Learner Experience, Curriculum Design, Learning Needs Analysis, Performance Support, Learning Measurement & Evaluation, Program & Project Management, Communications & Employee Engagement, Learning Campaigns, Content Strategy & Development, Copywriting, Editing & Editorial Review, Marketing & Branding, Technology Storytelling, Learning Management System (LMS), Content Management Systems (CMS), Generative AI, Cross-Functional Collaboration

TECHNICAL SKILLS

Content Development: Adobe Express, Ancile uPerform, Camtasia, Canva, Captivate, Confluence, Illustrator, MadCap Flare, Photoshop, Powtoon, Publicate, Publisher, ServiceNow (Knowledge), SharePoint, Snagit

Microsoft: Copilot, Excel, PowerPoint (Advanced), Teams, Word, Visio

Other: ChatGPT, iCIMS CMS, FigJam, Figma, Jira, LinkedIn Campaigns, Smartsheet, Trello, Monday.com

EDUCATION, CERTIFICATIONS, & PROFESSIONAL ORGANIZATIONS

Bachelor of Business Administration (Cum Laude)	University of Houston, Downtown
Women in Technology (Houston Chapter) – Leadership Role, Marketing & Communications	Dec 2025 (2-year role)
Google Cloud Generative AI Leader Certification	In Progress – October 2026
Tech Leadership Development – Leading with Courage (6-month Program)	Completed 2024
ITIL4 Certification	Completed 2021
Advanced Certified Scrum Master	Completed 2019