



JUSTIN SEELEY

ABOUT JUSTIN

For more than twenty years, Justin Seeley has helped organizations rethink how people learn. His work has shaped learning programs for some of the world's most recognizable brands, reaching more than **200 million learners** worldwide.

He began his career creating creative software training at Total Training before joining LinkedIn Learning (formerly Lynda.com), where he became one of the platform's most prolific instructors. Over the next several years, he authored more than one hundred courses covering graphic design, Adobe software, marketing, branding, web design, productivity, and business. His course Introduction to Graphic Design helped hundreds of thousands of aspiring designers launch or reinvent their careers.

After nearly a decade teaching millions of learners, Justin shifted his focus toward building learning programs for global organizations. At Twitter, he helped transform Flight School into one of the world's largest advertiser education programs, serving more than **150,000** monthly learners across nine languages. At Walmart Marketplace, he led the creation of Marketplace Learn, bringing fragmented seller education into a single destination that improved adoption, self-service, and scalability.

Today, Justin serves as Senior eLearning Evangelist at Adobe, helping organizations navigate AI, customer education, and the future of workplace learning. He is also the creator of **Architecting Capability™**, a body of work exploring how organizations move beyond courses to build learning ecosystems that improve performance.

Whether speaking to executive leaders, learning professionals, or customer education teams, Justin combines strategy, storytelling, humor, and practical experience to challenge conventional thinking and leave audiences with ideas they can put into practice immediately.

WHAT TO EXPECT

Justin's presentations draw on two decades of building learning programs at global scale. Rather than focusing on theory, every keynote combines practical frameworks, audience participation, and real-world stories that challenge conventional thinking and leave attendees with ideas they can apply immediately.

Justin doesn't speak in buzzwords or theory. He speaks from experience. Every session blends practical strategy, honest stories, audience interaction, and lessons learned from building learning programs that served millions of people. The goal isn't inspiration. It's giving audiences ideas they'll still be using on Monday morning.

NOTABLE KEYNOTES



ARCHITECTING CAPABILITY™

How AI is changing the role of L&D professionals.



THE ACADEMY ENGINE™

Why customer education should be designed as a system.



STORY BY DESIGN™

How stories become the engine behind memorable learning.

“He resonates with audiences in a way that is almost unteachable.”

— Mark Heaps, Director, Developer Marketing at NVIDIA

“Justin has a rare ability to pair big-picture vision with thoughtful execution.”

— Sarah Myers, Manager, Seller Academy at Walmart Marketplace

“Justin consistently pushed the envelope... to create and deliver the best online learning experience.”

— Michael Ninness, VP of Product Design at Squarespace

TRUSTED BY GLOBAL BRANDS

