

Dr. Li Hu

Dr. Li Hu serves as the president and senior consultant/facilitator of On Demand Consulting. She is also a certified facilitator for Kirkpatrick Partners. Prior to these roles, she held positions at Huson Bay Consulting and the Nurse Aid Testing Center at Southern Illinois University Carbondale.

Li has a Ph.D. in Workforce Education and Development from Southern Illinois University Carbondale. She returned to China to pursue her personal career, becoming an excellent facilitator and consultant and fully applying what she had learned in the U.S. Specifically, Li's major areas of expertise are Kirkpatrick's training evaluation and instructional systems design.

Li consults with a number of multi-national corporations in both the U.S. and China, such as Johnson & Johnson (China), Pfizer and many other large Chinese companies (e.g., China Mobile, Rainbow, Air China, China Southern Airlines, SVAUTO, ICBC, ENN, Guangdong Nuclear Group, TCL, Chint, etc.) across different industries.

Li has co-translated several books with Dr. Lianbin Cui and others, including *Kirkpatrick Then and Now*, *Training on Trial*, and the *ASTD Handbook for Workplace Learning Professionals*. In addition, she has co-written a book entitled *Learning Design*. In 2012, Li conducted the first industrial research on instructional systems design and training evaluation in China. Based on the research results, she published the first white paper in the area of training design and evaluation, which significantly impacted professional development in China's training industry.

