

Will Goad

Williamsburg, Iowa

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Client Recommendations

Will is a true pleasure to work with! He's responsive, solutions oriented, reliable, and an overall great business partner. He has helped generate creative solutions to our unique business needs with Workgroups Davinci and continues to provide support and guidance. He does it all with kindness and good humor which always helps when you're working intensely on projects. We are grateful to Will for all his support.

~ Senior Vice President – Crown Media

Will helped provide the ideal solution to one of our biggest challenges. From start to finish Will was on hand to guide us through the process with the Approval Manager software, which has dramatically increased our efficiency on a day-to-day basis across the team.

~ Client Manager – MKTG

Will was an invaluable member of the implementation and training team when our internal creative team launched DaVinci. He was the voice of reason, understanding our processes and helping us make them more streamlined. His commitment and knowledge of DaVinci in combination with his accommodating and caring personality made it so much easier and enjoyable to work with him. He has experience in a wide range of organizations which gives him better insights and perspectives to advise his clients.

~ Director of Creative Ops – Petco

Will trained my entire team at US Foods on the Da Vinci platform. We were a group with varied skill levels when it came to learning new systems, and he was able to adapt to everyone's needs and questions with effortless grace and patience. He established himself as an expert on the platform and able to answer all of the questions that I, as a superuser, threw at him. I was able to grow my own skills and was better able to support my team as a result of everything I learned from Will. He is a resource that should be cloned!

~ Program Manager – US Foods

Will Goad has continuously exceeded my expectations over the last four years. He has been a consummate professional in his representation of his company. He is always extremely well prepared and does an excellent job educating clients on his product. He has great interpersonal skills, a great sense of humor and is extremely focused on his client's perspective and needs.

~ Brand Marketing Operations Manager – Robert Bosch Tool

Will has the rare combination of technical and communication skills. he is deft at explaining the complex, empathetic with customer concerns, responsive and realistic, with great follow-through. A great collaborator if you're looking for someone who would rather solve the problem instead of 'play the game'.

~ Global Director of Creative Services (Building Technologies) – Honeywell

Working with Will is what made our buying experience enjoyable. Will knows how to read an audience (even if it's a virtual audience), engage them and educate them.

~ Founder – Regional Marketing Agency

I have worked alongside Will for over a year now. He excels in his role and expertise in the project management tool we rolled out, but also the processes that drive them. He is a strong trainer, communicator, and partner. He extends well beyond the scope of his role by helping champion the rollout of our version of Workgroups to co-located sites. Will learned our business quickly and was able to articulate and recommend the best use of the tool and how to implement it. His rare mix of technology, practicality, and energy explains why I and the rest of the team loves working with Will.

~ Director of Digital Creative Services – Becton Dickinson (BD)

Will helped our company through every step of an involved on-boarding process. He is a dedicated professional who always brings skill, patience, and a welcome sense of humor. Will is reliable and provides excellent technical support and product knowledge.

~ Sr. Manager of Production Services – Benjamin Moore & Co.

Working with Will gives you peace of mind. He makes each meeting and consultation easy. He is prompt, professional, knowledgeable and never runs from challenges or problems. Will is a gem, when it comes to technology and customer service.

~ President – Connect Branding and Marketing

Will and I had the pleasure of working together when my organization decided to streamline and automate our creative process with a cloud-based project management and digital asset management tool. Will was an excellent trainer and worked with us step by step throughout the entire project, making sure we had the most efficient processes and protocols in place for our workflow. His communication, expertise, patience, and overall customer service built a high level of trust with my team...In fact, we felt as if he were a part of our own organization!

~ Creative Account Manager – International Capital

Will is a rock-star at what he does. I ask a lot of questions... a LOT. Will never made me feel silly for asking. He always made me feel important and my concerns, either big, or small, were his concerns too. He was extremely responsive and often went above and beyond my expectations to make my job easier. A true teacher at heart. A person of integrity and much patience, who I enjoyed working with very much.

~ Director of Creative Services (Brand) - Honeywell

Will is a good consultant who takes the time to understand what you need and problem-solve as quickly as possible. I was impressed with his commitment and appreciated his sense of humor (something you need when you spend hours a day in a conference room working on a new system upgrade).

~ Creative Ops Manager – International Monetary Fund (IMF)

I had the privilege of working with William Goad at Pella Window & Door. He was key in facilitating complex interaction between Pella Corporate and my distributor Pella Boston. His attention to detail and follow up allowed us to keep many large commercial jobs on course. William was able to perform his duties under extreme conditions and came through no matter how much we leaned on him or how urgent the matter be. He is a true team player.

~ Purchasing Manager – Pella Windows & Doors Boston

His preparation and work with our teams to improve their prospecting and skill in overcoming objections was invaluable. He brings passion, energy, knowledge and a can-do attitude to his job and I consider him one of the great assets we have at Pella. Lastly, I talk strategy and people with William often. I consider him a peer and someone valuable I can bounce out of the box ideas off and receive valuable feedback. I would highly recommend to any GM or Trade Manager in the system who is in need of reinforcing their team's sales skills - discuss and strategize with Mr. Goad and your team will be better for the experience.

~ Trade Sales Manager – Pella CTNY

Coworker Recommendations

I'm convinced there is no one in software implementation who cares more about their customers than Will Goad. He is genuine, caring, and accommodating. Will has worked with an incredible range of team sizes and constructions and consistently found solutions to customize the product to team needs. He listens to customers and is unfailingly dedicated to their success.

~ Sales Account Manager - Workgroups

Will is somebody you most definitely want in front of your customers. His relentless pursuit of customer satisfaction and track record of going above and beyond to hit that mark is impressive.

~ Product Designer - Workgroups

Will and I have worked together for several years now. Not only is he an extremely hard-working person, he always makes time to help his fellow teammates. His dedication to the organization makes the critical difference with our customers, and they never stop singing his praises...I have relied on Will to get some of our most difficult tasks complete...He sets a shining example of professionalism, integrity, perseverance, and humility.

~ COO - Workgroups

I had the opportunity to serve with William on the Corporate Sales and Service Training team at Pella Windows & Doors. I enjoyed working with William and found him to be a person of high integrity with a desire for continuous improvement and innovation. I was impressed by how William would often find new ways to tackle challenges and give 100% to see something through to the end.

~ Manager of Corporate Direct & International Sales – Pella Corporation