YVONNE ROHRBACHER

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# CORE STRENGTHS

* Strategic Enablement Leadership: Proven ability to design and implement scalable enablement programs.
* Content Development Expertise: Skilled in creating impactful training materials and playbooks.
* Program & Project Management: Adept at cross-functional collaboration and driving measurable outcomes.
* Advanced Tools Proficiency: Expertise in LMS, CMS, CRM systems, and Conversation Intelligence tools.

 RECENT ACCOMPLISHMENTS

* + Reduced onboarding time by 30% globally for SaaS B2B sales teams.
	+ Doubled annual revenue through innovative enablement strategies and client acquisition.
	+ Designed advanced sales curricula that increased quota attainment by 30% in one year.

# EXPERIENCE

## Managing Director and Publisher

**May 2023 – August 2024 TravelHost | Miami and the Beaches**

* Managed P&L, content curation, and distribution for Miami-area media products.
* Increased market presence by securing 45+ new clients and forming strategic partnerships.
* Delivered measurable revenue growth, doubling annual revenue within the first year.
* Orchestrated strategic partnership initiatives and spearheaded networking endeavors with key industry players, which fostered a 30% expansion of the TravelHost network in high-traffic Miami locations, elevating market presence and strengthening brand allegiance within the competitive tourism sector.

##  Sales Training and Onboarding Director

* 1. **RMS / Moodyʼs**
* Established global sales onboarding program in an SaaS B2B environment.
* Implemented Content Development, Learning Pathways, LMS platforms to enhance global sales training efficiency, reducing onboarding time by 30% across multiple international teams.
* Spearheaded project management initiatives for training curriculum development, achieving a 25% increase in team readiness within 6 months with Asana and WorkDay Learning

## Sales Training Manager

 **2017-2021 ChenMed | Senior Medical Centers**

* Developed comprehensive sales onboarding training leveraging role-play exercises and interactive workshops, achieving a 25% increase in trainee performance scores within 6 months.
* Collaborated cross-functionally to integrate feedback loops, enhancing overall training effectiveness.
* Developed sales enablement and training tools that drove a 30% increase in quota attainment.
* Implemented innovative instructional design frameworks for new sales curriculum, incorporating feedback and analytics to elevate training effectiveness, increasing sales team competency by 35% within 9 months.

## Senior Manager of Learning and Development

**2015-2017 Amerijet Holdings**

* Built a corporate training department focused on upskilling teams across global logistics operations.

## Leveraged e-learning platforms to increase team productivity by 25% within the first year.

## Performance and Training Consultant

**2011–2016**

### Delivered change management and Salesforce enablement training, increasing CRM adoption by 30%.

### Designed technical and managerial training programs for high-performing consulting firms.

## Regional Training Manager

**2011–2014 Gannett Media**

# Spearheaded technology adoption for digital advertising teams, increasing sales productivity by 20%.

# Implemented Salesforce training programs that improved user proficiency across 88 city-based markets.

# SKILLS

* Enablement Program Design & Execution
* Sales Training & Onboarding
* Content Development: Playbooks, LMS, Interactive Training
* Project Management: Asana, Workday Learning
* CRM Tools: Salesforce, HubSpot
* Analytics & Performance Tracking
* E-learning Tools: Articulate, Captivate
* Proficiency with LMS, CMS, and Conversation Intelligence platformsEMR/EHR

# EDUCATION AND ACCREDITATIONS

Change Management Specialist (CMS): Management and Strategy Institute

Master Performance Consultant: ATD

Facilitator -Sales Manager University: Learning Outsource Grp

Targeted Selection Facilitator : DDI

Online Advertising ,Sales and Marketing Certification: Market Motive

Dale Carnegie Instructor Certificate

B.S. Business-Management : Barry University/ University of Phoenix

Certified Franchising Executive: AFE

# AFFILIATIONS

 Volunteer facilitator and speaker: dozens of organizations including:

* ZenPike
* Leadership Broward
* Caribbean Business Network
* Many others