

Joanne Stockwell

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Sales Enablement Director

Results-oriented Senior Leader with a proven track record of success in Fortune 10 technology and healthcare companies. Expertise in transforming and moving diverse audiences towards achieving lofty business goals. Trusted advisor to cross-functional teams across Sales, Finance, HR, IT, and Marketing. Passionate about fostering collaboration, empowering people to embrace change, and driving measurable results. Recognized for being a hands-on coach who champions teamwork, believes in the power of open communication, and a positive work environment.

Areas of Expertise

Sales Enablement | Tech Enablement | Team Building | Integrated Communications Programs
Executive Communications | Strategic Planning | Crisis Communications | Change Management
Employee Engagement & Adoption | M&A | Business Writing | Content Development | Thought Leadership
Brand & Reputation Management | New Product Launches | Integration Planning

Professional Experience

Amazon Web Services (AWS), San Francisco, CA

January 2021 - Present

Senior Manager, Product Management, Sales Enablement

Built a global field enablement team to support sales process, onboarding, and ongoing skill development.

- Founded and scaled an AWS Sales Tools enablement function, directly impacting the effectiveness and efficiency of approximately 50,000 field employees. Successfully articulated and gained cross-functional leadership buy-in for a long-term vision focused on a new sales enablement product and content portfolio.
- Championed multiple high-visibility internal launches with exceptional 4.5+ Customer Satisfaction ratings, including the AWS migration to Salesforce Lightning UI, onboarding 23,000 users to a new Sales Console within 6 months, and implementing the AWS Trails Salesforce Enablement product.
- Rapidly built a high-performing team, attracting and hiring 10 talented individuals in six months while boosting team satisfaction.

Salesforce, San Francisco, CA

June 2017 - October 2020

Senior Manager, M&A Enablement

Led a high-performance communications and change management team to streamline technology onboarding for acquired employees, creating clear, engaging experiences across large global teams and complex work tracks.

- Exceeded board retention targets and increased employee technology satisfaction scores by 2% during an aggressive M&A program, integrating 23 companies and onboarding over 7,500 employees (FY18-FY20).
- Implemented targeted communications programs supporting Corporate Development, Employee Success, and Technology tracks, consistently improving integration and adoption KPIs.

BD, San Francisco, CA

September 2014 - June 2017

Director, Communications

As a key member of the Biosciences Global Leadership Team, I played a pivotal role in the successful launch of nine new products and their go-to-market strategies.

- Established a new communication function for the \$1.1B Biosciences business unit, spearheading strategic messaging across 3,000 employees and driving a 32% increase in understanding of our vision within two years.

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- Led both internal and external communications for multiple acquisitions, including diligence reviews, investor relations, media engagement, and employee messaging.
- Crafted core messages, communications plans, investor briefings, and press releases for new products and transformative partnerships (e.g., Parker Institute for Cancer Immunotherapy).
- Collaborated with Corporate Communications and Investor Relations to elevate the Biosciences Business Unit's profile, both internally and externally.
- Interim management of the R&D new product portfolio, overseeing budget, resourcing, and key milestones.
- Consistently achieved corporate targets on multiple initiatives focused on boosting employee efficiency, safety, and customer focus.

McKesson, San Francisco, CA

October 2012 - September 2014

Director, Internal Communications

Led a corporate team of six, spearheading HR, Digital, and Change Management communications for 40,000 employees.

- Partnered directly with the CHRO to develop and execute a strategic communication and change management plan supporting a major HR transformation.
- Coached and mentored a six-person team and managed a large variety of consulting resources.
- Received third-party Intranet usability validation (top 1/3 of benchmarked companies), increased overall site traffic by 6%, and boosted HR Portal traffic by 30%.

AT&T, San Francisco, CA & Dallas, TX

November 2008 - October 2012

Director, Corporate & Executive Communications

Selected to lead the CEO's internal communication program as part of AT&T's 300-person Global Marketing Organization.

- Championed a multi-channel communications strategy, reaching 260,000 global employees with an emphasis on engaging non-desk workers.
- Developed a transformative communications plan to educate and inspire employees about future technologies, driving excitement for the company's direction.
- Orchestrated high-profile CEO events (town halls, strategy sessions, earnings calls), consistently surpassing attendance and engagement goals.
- Mentored senior leaders and 100+ Business Unit Communicators on collaborative platforms (IBM Connections, SharePoint), driving internal community growth and adoption.
- Pioneered robust business continuity and crisis communication plans, ensuring preparedness and seamless employee engagement during hurricanes, earthquakes, and other critical events.

AT&T, San Ramon, CA

Senior Project Manager

Demonstrated rapid professional growth, progressing from Bay Area Facilities Dispatch Manager to supporting senior executives (Regional President & National U-verse Field Operations SVP) in six years.

Education

Bachelor of Arts (B.A.) in Integral Studies

St. Mary's College of California, Moraga, California

Certification

Certificate, Data Science: Bridging Principles and Practice

UC Berkeley Executive Education