

LANA ADAMS, M.S., CPTD, CMS

Unlocking Human Potential & Transforming Learning Investments into Measurable Results
Milford, MI | LanaAdamsProfessional@gmail.com | (248) 212-9776 | www.LanaAdams.com | LinkedIn.com/in/Lana-M-Adams

EXECUTIVE SUMMARY

Innovative Learning & Talent Development Leader with a passion for unlocking potential and sparking growth. I architect learning ecosystems that energize teams, accelerate performance, and build robust leadership and talent pipelines. I support workplace evolution and cultural transformation by blending data-driven strategy with a human touch. My signature is turning complex challenges into actionable solutions that deliver measurable ROI and inspire lasting change. Known for contagious enthusiasm, creative problem-solving, and a relentless drive to elevate performance, I champion learning investments that fuel both business success and human flourishing.

SIGNATURE ACHIEVEMENTS

- Established and led multiple Learning & Development teams from inception for international multi million-dollar organizations:
 - Designed department structure, vision, mission, talent acquisition, leadership, and professional development initiatives to seamlessly align L&D interventions with organizational strategy.
- Conceived and implemented proprietary sales methodologies and models, delivering comprehensive training programs and certification solutions to multiple multimillion-dollar organizations.
- Reduced onboarding time for new sales hires from 124 to 98 days through optimized onboarding practices.
- Designed and executed scalable learning ecosystems supporting 750+ sales professionals and leaders across international regions.
- Created ROI-focused leadership and coaching programs that improved retention and succession readiness.

CORE COMPETENCIES

Learning Strategy | Organizational Development | Leadership Development | Talent Management | Program Design
Performance Optimization | Curriculum Architecture | Blended Learning | Coaching & Mentoring | Content Creation
Excellent Communication Skills | Stakeholder Engagement | Vendor Management | Leadership & Team Management
Employee Experience | Workforce Analytics | ROI & Metrics | Change Leadership | Continuous Learning Culture

EDUCATION, CERTIFICATIONS & CREDENTIALS

- Michigan State University: Master of Science, Management, Strategy & Leadership + HR Concentration; 4.0 GPA
- Madonna University: Bachelor of Science, Psychology
- Association of Talent Development (ATD): Certified Professional in Talent Development (CPTD/CPLP); Master Trainer
- Certified DiSC Facilitator
- Society for Human Resources Management (SHRM): Pursuing SHRM-SCP (*Expected 2025*)
- Management and Strategy Institute: Change Management Specialist (CMS) Certification; Six Sigma Lean Professional Certificate

PROFESSIONAL EXPERIENCE

Senior Director, Learning & Talent Development Solutions | Fortivra Group, LLC | Detroit, MI | 01/2023 – Present

- Provide strategic consulting in talent development, sales enablement, and corporate learning transformation initiatives.
- Design and facilitate learning strategies that enhance workforce capability and engagement for organizations of 50–50,000 employees.
- Partner with executives to align learning investments with measurable business outcomes and organizational culture shifts.



Director, Learning & Talent Development – Sales | XPO Logistics | Greenwich, CT | 08/2019 – 01/2023

- Built and led L&D function for XPO's \$774M LTL international business unit (BU).
- Partnered with leaders and stakeholders to develop BU's proprietary sales methodology, create training content, devise certification criteria, and deliver training to 400+ sellers and sales leaders of varying experience (local, national, enterprise).
 - Achieved 95% sales certification within four (4) months of program delivery.
- Accelerated time-to-competence for new hires by 21% through optimized onboarding practices.
- Collaborated with HRBPs and stakeholders to implement data-driven programs and coaching initiatives using DiSC, 360 feedback, and EQ principles to elevate leadership effectiveness and employee retention.

Director of Sales Development (L&D) | Infinity | Cedar Rapids, IA | 08/2018 – 06/2019

- Directed onboarding and professional development for 200+ account executives and leaders supporting multiple Google promotional programs of varying complexity.
- Revamped instructional design and coaching frameworks to improve retention and learning transfer using microlearning, spaced repetition, and other proven adult learning concepts.
- Improved inclusivity of learning content using DEI&B principles (language, pronouns, images, etc.)
- Delivered strategic presentations to Google stakeholders and drove program performance through data analytics and feedback loops.

Sales Director, Point-of-Purchase (POP) Division | MDI Worldwide | Farmington Hills, MI | 09/2015 – 04/2018

- Directed all divisional sales initiatives for international marketing display manufacturer; developed vision to integrate technology into products to track consumer behavior and calculate customers' ROI of display investments.
- Exceeded margin targets (37.9% vs. 35.5%) while managing \$20M+ P&L and leading teams of inside and international field-based sales professionals.
- Implemented and provided coaching and reinforcement for use of Sandler, MEDDIC, Challenger, Gitomer, and SPIN Selling concepts and techniques, driving improved closing ratios and forecasts.

Organizational & Talent Development Consultant | Franchise Sales Consultants, LLC | Detroit, MI | 07/2014 – 09/2015

- Partnered with business owners and leaders to optimize operations through learning strategy, performance coaching, and custom consulting solutions.
- Facilitated training and workshops for 300+ participants (in-person and virtual), enhancing leadership, team effectiveness, and sales outcomes.
- Helped business leaders reduce turnover and improve business results using candidate assessments and selection tools, and structured coaching programs.

Director of Sales Talent Development | Two Men and a Truck International | Lansing, MI | 03/2012 – 07/2014

- Created and led the sales talent development function, driving 18–20% annual growth across 250+ franchise locations and 750+ sales professionals.
- Developed propriety sales methodology for the organization and created all sales training content.
- Implemented and facilitated sales training, sales leadership development, and self-driven performance development programs aligned with brand values and CX goals.
- Partnered with franchise owners to implement consultative selling practices and data-driven performance management.

**Additional professional success in sales leadership, B2B sales, healthcare/medical devices, and managed real estate.*

TECHNOLOGY & TOOLS

Learning Management Systems (LMS): Cornerstone, Workday, Docebo, Axonify | HRIS & ATS Platforms: SAP SuccessFactors, Workday, HireVue | CRM Solutions: Salesforce, HubSpot, Zoho | Performance Coaching: Brainshark, Yoodli | Sales Enablement Solutions: Gong, Seismic, Highspot | AI Tools: ChatGPT, Copilot, Yoodli | Data Analytics: Looker, Clari, Tableau | Microsoft Office Suite (all versions) | Virtual Collaboration Platforms: Zoom, Teams, SharePoint, Google Workspace | Content Creation Tools: Gamma, Canva, Articulate

