



LANA ADAMS, M.S., CPTD, CMS

Talent Development Strategist | Corporate Learning Leader | Sales Training & Enablement Expert

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EXECUTIVE SUMMARY

Visionary talent development leader highly respected as a strategic leader, thinker, and effective decision-maker. Renowned for fostering learning cultures that drive organizational success in both start-up and established environments. Skilled at bridging performance and process gaps through flexible, innovative strategies, blending adult learning principles with cutting-edge technology, and nurturing cross-functional collaborations that boost employee engagement and adoption. Delightfully disruptive strategist known for a relentless pursuit of continuous improvement, exceptional communication skills, empowering teams and individuals to exceed expectations, and delivering high-impact programs that align interventions with business goals. Intentionally designs initiatives to assess learning outcomes and measure ROI. Stays atop industry trends and skillfully develops forward-thinking solutions to address current organizational challenges while preparing for future competitive pressures.

CORE COMPETENCIES

Learning and Development (L&D) | Adult Learning Theory & Principles | Learning Strategies | Curriculum Design | Leadership Development
Blended & e-Learning Approaches | Strong Leadership Skills | Talent Management | Performance Optimization | Coaching & Mentoring
Emerging Technologies | Organizational Change Strategy | Program Design | Needs Analysis | Stakeholder Engagement
Employee Experience (EX) | Workforce Analytics | Sales Methodology | Organizational Development & Design (OD) | Budget Management
P&L Responsibility | KPIs | KSAOs | OKRs | Continuous Learning Culture | Experiential Learning Design | Storytelling | Customer Experience
Leadership & Motivational Theory Expertise | Data-Driven Insights | Excellent Presentation Skills | Master Facilitator & Presenter

EDUCATION & CREDENTIALS

Michigan State University | Master of Science, Management, Strategy, and Leadership, HR Management Concentration | 4.0 GPA

Madonna University | Bachelor of Science, Psychology

Henry Ford Community College | Associate of Arts, Accounting | Associate of Arts Business Management

Association for Talent Development (ATD): Certified Professional of Talent Development (CPTD/CPLP) | Master Trainer

Wiley: Certified Facilitator, Everything DiSC Workplace, 03/2022 | **SHRM:** Pursuing SHRM-SCP (*on-track for 2025 completion*)

Management and Strategy Institute: Change Management Specialist Certification (CMS) | Six Sigma Lean Professional

PROFESSIONAL EXPERIENCE

Senior Director, Learning & Talent Development Solutions | Fortivra Group | Detroit, MI

01/2023 – Present

Strategic executive consultant specializing in talent development, sales enablement, corporate learning, and cultural transformation initiatives. Designs and facilitates bespoke training and learning strategies and solutions aligned with business goals. Creates innovative solutions to enhance workforce capability, drive engagement, and fuel bottom-line growth for domestic and international organizations with workforces ranging from 50 to 50,000. This has been a part-time endeavor as I completed graduate studies at Michigan State University and seek full-time employment with a progressive organization that aims to transform learning investments into measurable results.

Director, Learning & Talent Development – Sales, XPO Logistics | Greenwich, CT

08/2019 – 01/2023

Built Learning and Development (L&D) team for international Less-Than-Truckload (LTL) sales force from scratch. Recruited and managed the team, developed and led initiatives to enhance onboarding and professional development for 400+ sales professionals and leaders across various levels in the \$774M fast-paced LTL business unit. Drove measurable outcomes through targeted learning programs. Collaborated with leadership and cross-functional teams to conduct needs analyses, assess performance metrics, identify skill gaps, and generate customized solutions. Created a comprehensive learning ecosystem using numerous modalities (ILT, virtual, podcasts, recorded content, LMS modules, etc.). Fostered culture of learning and accountability through performance coaching and leadership development initiatives. Simultaneously managed multiple projects with competing priorities while effectively allocating limited resources.

- **Accelerated leadership and sales force performance** with game-changing tools: DiSC assessments, psychometric exams, 360 feedback, individual development plans (IDPs), and quarterly/annual sales training curricula. Leveraged Cornerstone LMS and beta tested Brainshark, a virtual coaching platform to provide real-time feedback and optimize coaching prioritization and focus areas.
- **Transformed the sales organization** devising standardized sales methodology, establishing New Leader Assimilation/Training Program, introducing performance management interventions, and continually refining programs to address ever-changing market challenges.
- **Achieved 95% certification of sales force within 4 months** of developing an entire sales methodology, training, and certification program tailored to entry level, local, inside, national, and enterprise sellers. Partnered with stakeholders throughout all levels of the organization to ensure consistency in customer experience from sales to operations, delivery, and billing.
- **Reduced new hire time to productivity from 124 days to 98 days** through optimized onboarding processes.
- **Vetted and selected vendors, negotiated contracts, and managed relationships** as needed for optimized learning tools and programs.
- **Recognized as “A Player” for 3 consecutive years** through performance evaluations and nominations from peers and C-suite executives.
- **Successfully trained leaders** to effectively coach and manage underperforming, mid-level, and HiPo team members using data, metrics, DiSC, 360 feedback and emotional intelligence (EQ) principles.

- **Improved CX ratings by 8 points in 90 days**, partnering with operations leaders to improve processes at critical sales/ops hand-off points.
- **Increased employee retention** working with HRBPs, corporate communications, and leadership to enhance career path messaging and develop succession plans.
- **Defined knowledge, skills, abilities, and other traits (KSAOs)** to create profiles of top performers to prioritize development initiatives, improve talent acquisition initiatives, and attain goals.

Director of Sales Development (Learning & Talent Development), Infinity | Cedar Rapids, IA

08/2018 – 06/2019

Led onboarding, new hire training, and continuous development of 200+ account executives and leaders across multiple Google promotional programs. Managed teams of master trainers and performance coaches creating a continuous performance feedback loop for programs of varying complexity and skill requirements. Envisioned and developed strategic learning plans to achieve each program's performance objectives. Oversaw implementation of instructional design and adult learning methodologies to enhance performance, coaching effectiveness, and leadership development. Led certification of managers through Emblaze's Accredited Inside Sales Manager (AISM) program. Simultaneously managed multiple projects with competing priorities and frequently changing, often ambiguous objectives.

- **Presented strategy, planning, and performance metrics to Google stakeholders** during monthly, quarterly, and annual QBRs. Implemented action plans based on goal attainment and feedback.
- **Boosted performance and customer satisfaction** through redesigned onboarding plans, content, coaching, and mentoring programs.
- **Improved retention and application of training materials** by incorporating microlearning and spaced learning into the curriculum.
- **Enabled swift interventions** by developing performance dashboards that allowed early identification of trends and performance gaps.
- **Increased program effectiveness** by applying instructional design methodologies to revamp all materials. Incorporated diversity, equity, inclusion, and belonging (DEI&B) principles into all training and development initiatives.

Sales Director, Point-of-Purchase (POP) Division, MDI Worldwide | Farmington Hills, MI

09/2015 – 04/2018

Produced CX-focused sales strategies, optimized lead generation and sales enablement, and led annual sales strategy for international marketing display manufacturer. Greatly improved competitiveness of clients and company by integrating innovative technologies into displays and strategizing novel solutions to track consumer behaviors. Analyzed market trends to optimize product offerings within key verticals, including retail, petroleum, and convenience stores. Hired, trained, developed, and steered team of up to 13 B2B sales professionals. Managed all business administration needs of the POP sales division. Managed domestic and international travel schedule of 50%+.

- **Successfully directed all sales force development initiatives**, including Sandler Sales Training, Gitomer, MEDDICC, Challenger, and SPIN Selling.
- **Exceeded margin targets of 37.9%** – surpassing goal of 35.5% – while managing \$20M+ annual P&L.
- **Improved forecasting** by defining key performance indicators (KPIs) to track conversion ratios, average sales cycles, and lead sources.
- **Set bold new vision for integrating technology and performance metrics**, showcasing return-on-investment (ROI) of displays.

Organizational & Talent Development Consultant, Franchise Sales Consultants, LLC | Detroit, MI

07/2014 – 09/2015

Empowered businesses leaders and owners to optimize operations through personalized consulting and coaching to enhance individual and team performance. Delivered customized training content on various business topics. Managed all administrative tasks of the business. Greatly reduced employee turnover and improved organizational performance through customized consulting, assessments, evaluation, and selection tools.

- **Facilitated training sessions and workshops with 300+ participants**, conducted in-person and virtually, live and recorded, requiring extensive public speaking experience and polished speaking skills.
- **Created, developed, and delivered branded and customized training** for clients on content ranging from performance coaching and leadership styles to time management, sales, and hiring practices.

Director, Sales Talent Development, Two Men and a Truck International | Lansing, MI

03/2012 – 07/2014

Initiated and led the sales talent development function from ground-up. Created and delivered scalable international sales training programs, driving 18%-20% annual growth across 250+ franchise locations for 750+ inside, B2C, and B2B sales professionals. Drove consistent revenue growth partnering with franchisees and influencing stakeholders to support change management initiatives. Focused on improving conversion rates, enhancing customer experience (CX), and maintaining brand integrity through alignment of our sales methodology with brand reputation. Developed impactful leadership programs and comprehensive sales training curriculum focused on solutions-based, value-driven, and consultative selling methodologies.

TECHNOLOGY & TOOLS

Highly adaptive and tech savvy. Multiple Learning Management Systems (LMS) | (ATS) Applicant Tracking Systems | ERP | HRIS Platforms (SuccessFactors, Workday, etc.) | Customer Relationship Management (CRM) Solutions | Performance Coaching Tools (Virtual, Real-Time, etc.) | Sales Enablement Systems | Virtual Training Platforms | Microsoft Office (All Versions) | Virtual Communication Solutions: Zoom, Teams, Google Meet, SharePoint, etc. | AI Tools: ChatGPT, Yoodli, Copilot, OpenAI, etc. | Data Analysis Tools (Looker, Clari, Tableau, etc.)

PROFESSIONAL AFFILIATIONS

Association of Talent Development (ATD) | Society of Human Resources Management (SHRM) | Institute of OneWorld Leadership (IOWL)
International Association for Performance Improvement (ISPI) | WorldatWork | National Association of Sales Professionals (NASP)
Emblaze (formerly AA-ISP)

