

Lana Adams, M.S., CPTD, SHRM-SCP, CMS

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Milford, MI | Remote U.S.

SENIOR TALENT DEVELOPMENT AND ORGANIZATIONAL EFFECTIVENESS LEADER

Enterprise Learning Strategy | Leadership Development | Organizational Effectiveness | Workforce Enablement

Impact Snapshot

- Led teams of up to 15, influenced 150+ stakeholders, and supported capability growth for 800+ employees
- Built coaching systems for 35+ leaders using diagnostics, 360-degree feedback, observation, and reinforcement
- Reduced new-hire ramp time 21% by redesigning and automating onboarding with cross-functional partners
- Achieved 95% certification in four months by aligning onboarding, proprietary methodology, coaching, and assessment
- Improved pricing and customer experience, cutting detrimental pricing requests 43% and first-month dispute credits by \$115K while raising scores 8 percent in 90 days

Executive Profile

Enterprise talent development and organizational effectiveness leader who builds capability systems tied to business priorities and measurable performance. Led teams of up to 15 and supported more than 800 employees across complex, distributed organizations. Combines learning strategy, leadership development, performance consulting, workforce analytics, change management, and P&L leadership to diagnose gaps and improve execution. M.S. in Management, Strategy, and Leadership with an HR Management concentration; SHRM-SCP, CPTD, and Change Management Specialist.

Core Competencies

- **Enterprise Learning and Talent Strategy:** Capability Strategy, Workforce Readiness, Learning Governance
- **Leadership Development and Manager Effectiveness:** Coaching, Feedback, Accountability, Leader Assimilation, Data-driven Insights
- **Organizational Development and Effectiveness:** Performance Consulting, Change Management, KSAs, Stakeholder Alignment
- **Measurement and Performance:** Needs Analysis, KPIs and OKRs, Workforce Analytics, ROI, Performance Management and Feedback
- **Learning Strategy and Quality:** Design Governance, Evaluation, Adult Learning Practice and Theory, Performance Support
- **Technology Enablement:** LMS, HRIS, CRM, AI-Supported Coaching

Professional Development and Independent Work

Independent Research, Content Development and Graduate Study | Fortivra Group, LLC | Milford, MI 01/23-Present

- Completed graduate study in management, strategy, leadership, and HR while researching workforce enablement, human performance, and organizational capability
- Designed CALIBER, a proprietary workforce-performance framework linking role-based capability and observable behavior to measurable business results; developed its foundational model, diagnostic tools, and practitioner resources for continued research, practical testing, and potential publication

Professional Experience

Director, Learning and Talent Development - Sales | XPO Logistics | Greenwich, CT

08/19 to 01/23

- Built and led learning and talent development for 400+ sellers and leaders in a \$774M business unit, aligning the roadmap with business priorities and field needs
- Designed and deployed a role-based methodology embedded in onboarding, playbooks, coaching, and certification, achieving 95% certification in four months
- Reduced new-hire ramp time 21% by redesigning and automating onboarding with cross-functional partners
- Built coaching infrastructure for 35+ leaders using diagnostics, 360-degree feedback, observation, and reinforcement
- Designed Coaching Foundations and New Leader Assimilation programs to scale beyond sales; prepared newly hired and newly promoted managers to interpret performance data, practice observation-based feedback, navigate accountability conversations, use DiSC, and set 30/60/90-day expectations
- Led a Brainshark AI-coaching pilot for approximately 50 sellers and leaders, uncovering a systemic pricing error and helping managers prioritize coaching needs
- Implemented capability and process changes that cut detrimental pricing requests 43%, reduced first-month dispute credits from \$415K to \$300K, and raised customer experience scores 8 points in 90 days

- Led learning, talent development, and enablement for 200+ account executives and leaders supporting Google Ads and Waze enterprise programs
- Redesigned blended onboarding and continuous development for distributed teams
- Used KPIs and OKRs to diagnose capability gaps, strengthen coaching, and improve performance and customer experience
- Led master trainers and quality assurance coaches delivering learning, measuring adoption, reporting results, and building frontline leadership capability through manager certification and data-informed coaching

Role eliminated in a program-wide RIF following Google vendor consolidation

Sales Director, Point-of-Purchase Division | MDI Worldwide | Farmington Hills, Michigan

09/15 to 04/18

- Owned a \$20M+ global division P&L, leading commercial strategy, team development, and execution while delivering 37.9% margin against a 35.5% goal
- Built and led inside and field B2B teams through coaching, performance management, KPI transparency, and data-informed execution
- Directed capability development using consultative, value-based, and qualification practices to improve discovery, solution alignment, and customer outcomes
- Mapped client decision and procurement processes, including letters of intent, purchase orders, approval paths, and client-specific procurement barriers

Founder and Principal Consultant | Franchise Sales Consultants, LLC | Howell, Michigan

07/14 to 09/15

- Delivered leadership, performance, and sales development solutions for franchisors and franchise owners across diverse industries
- Applied adult learning and cognitive psychology to design and facilitate programs for audiences of 300+ participants, accelerating on-the-job application
- Implemented assessment, selection, and performance systems that improved hiring quality, accelerated proficiency, and reduced turnover

Director of Sales Talent Development | TWO MEN AND A TRUCK International | Lansing, Michigan

03/12 to 07/14

- Built sales learning and talent development from the ground up, establishing enterprise standards and a consultative methodology for 750+ sales professionals across 250+ locations
- Drove 18-20% annual sales growth by strengthening role capability, manager coaching, and execution consistency
- Established KPIs, capability standards, and coaching frameworks to improve conversion, forecasting, and customer experience
- Aligned franchise owners and leaders on local execution, manager coaching, performance expectations, and brand priorities

Education & Credentials

Michigan State University, Eli Broad College of Business, Master of Science (M.S.)

Management, Strategy, and Leadership | HR Management Concentration | 4.0 GPA | Top 10% Class Status

Madonna University, Bachelor of Science (B.S.), Psychology

Professional Certifications: CPTD and Master Trainer (ATD); SHRM-SCP; DiSC Certified Facilitator; Change Management Specialist (CMS)

Technology & Analytics Ecosystem

Learning and Enablement: Cornerstone, Workday Learning, Brainshark, Articulate, Canva, Seismic, Gong

CRM and Business Intelligence: Salesforce, SugarCRM, Zoho, HubSpot, Looker, Tableau

People, HRIS and ATS: SAP SuccessFactors, Workday, HireVue

AI and Enterprise Productivity: ChatGPT, Copilot, Claude, Microsoft 365, Yoodli

Professional Affiliations & Industry Engagement

ATD | SHRM | ISPI | Phi Kappa Phi Honors Society