



Senior Director / Vice President of Learning and Talent Development

Engaging & Impactful Programs / Data-Driven Solutions / Holistic Approach to Talent Development

Visionary L&D leader respected for creating transformative learning cultures that drive organizational success. Skilled at bridging performance gaps through innovative strategies, blending adult learning principles with cutting-edge technology, and fostering cross-functional collaborations that boost employee engagement. Delightfully disruptive strategist known for a relentless pursuit of excellence, empowering teams to exceed expectations, and delivering high-impact programs that align learning initiatives with broader business goals. Adept at developing forward-thinking solutions that address current organizational challenges while preparing for future competitive pressures.

Core Competencies

Adult Learning Principles | Learning and Development (L&D) | Instructional Design | Curriculum Innovation | Leadership Development
Blended Learning Approaches | Microlearning & Upskilling | Talent Management | Performance Optimization | Coaching & Mentoring
Emerging Learning Technologies | Change Management (Adkar, Kubler-Ross) | Cross-Skilling & Reskilling | Needs Analysis | Learning Strategies
Employee Experience (EX) | Workforce Analytics | Sales Methodologies (customized, Sandler, SPIN, et al) | Organizational Development (OD)
Diversity, Equity, and Inclusion (DEI) Programs | Continuous Learning Culture | Learning Experience Design | Project Management

Recent Education & Credentials

Eli Broad College of Business, Michigan State University

Master of Science, Management, Strategy, and Leadership (MS-MSL), HR Management Concentration, 01/2023 to 08/2024

4.0 GPA / Top 10% Class Status / Phi Kappa Phi Honors Society / Top 5 Program

Association for Talent Development (ATD): Certified Professional of Talent Development (CPTD), 08/2022 | Certified Master Trainer (CMT), 03/2021 | **Adult Learning Certificate**, 03/2021 | **Wiley:** Certified Facilitator, Everything DiSC Workplace, 03/2022

Professional Experience

Director, Learning and Talent Development – Sales, XPO Logistics, Ann Arbor, Michigan

08/2019 to 01/2023

Built Learning and Development (L&D) team for LTL sales force from scratch. Led initiatives to enhance onboarding and continuous development for 400+ sales professionals across various levels within the \$774M Less-Than-Truckload (LTL) business unit. Drove measurable business outcomes by establishing targeted training programs. Collaborated with sales leaders and cross-functional teams to assess performance metrics, identify skill gaps, and tailor development plans. Created blended learning environment, integrating, virtual, in-person, LMS modules, and microlearning solutions. Fostered culture of accountability through performance coaching.



Accelerated individual performance with game-changing tools: Utilized DiSC assessments, psychometric exams, individual development plans (IDPs), and quarterly sales training curricula. Leveraged Cornerstone and Brainshark, a learning management system (LMS) that uses artificial intelligence (AI) and facial recognition capabilities to analyze sellers' physical sales delivery.

Transformed LTL sales organization by devising standardized sales methodology, establishing New Leader Assimilation 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 building an entire sales methodology training and certification program.
- **Reduced new seller time to productivity from 124 days to <98 days** through optimized onboarding processes.
- **Identified and stopped 30% of sales force from quoting incorrect prices**, resulting in significant customer experience (CX) improvement.
- **Recognized as “A Player” for 3 consecutive years** through performance evaluations and nominations from peers and C-suite executives.
- **Successfully trained 35 sales leaders** how to effectively coach and manage underperforming team members.
- **Defined proprietary B2B sales methodology** across entry-level, national, international, and enterprise sales channels.
- **Improved CX ratings by 8 points in 90 days**, partnering with operations leaders to improve sales processes at critical hand-off points.
- **Increased employee retention** by working with HRBPs/leadership to enhance career mobility paths and succession plans.
- **Inspired employees by showcasing behaviors of successful sellers and sales leaders.** Created knowledge, skills, abilities, and other traits (KSAOs) profiles of top performers for study.



Director of Sales Development, Infinity, Cedar Rapids, Iowa

08/2018 to 06/2019

Led the onboarding, training, and continuous development of 200+ call center account executives across 9 Google AdWords and Waze promotional programs. Managed team of 6 trainers and 5 quality assurance sales coaches. Oversaw implementation of instructional design and adult learning methodologies to enhance sales performance, coaching effectiveness, and leadership development. Certified sales managers through Emblaze's Accredited Inside Sales Manager program.

Drove performance and skill improvement through individual development plans and targeted training initiatives.

- **Boosted sales performance and customer satisfaction** through redesigned onboarding/ongoing coaching programs.
- **Improved retention and application of training materials** by introducing microlearning techniques into the curriculum.
- **Enabled swift interventions** by developing performance dashboards that allowed early identification of trends and performance gaps.
- **Enhanced accountability and measurable results** by integrating SMART goals into all training initiatives.
- **Significantly improved feedback loop** by streamlining sales quality assurance reporting processes.
- **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.

Director, Point of Purchase (POP) Sales, MDI Worldwide, Farmington Hills, Michigan

10/2015 to 04/2018

Produced CX-focused sales strategies, optimized lead generation and sales enablement, and led annual trade show initiatives for family-owned marketing display manufacturer. Greatly improved competitiveness of clients and company by integrating innovative technologies into marketing displays and strategizing new 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.

Enhanced product knowledge and sales by introducing educational marketing materials for manufacturers' reps and partners.

- **Successfully directed all salesforce development initiatives**, including Sandler Sales Training, The Challenger Sale, 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 and Talent Development Consultant, Franchise Sales Consultants, LLC, Detroit, Michigan

07/2014 to 09/2015

Empowered businesses and franchise owners to optimize their sales operations by offering personalized coaching to enhance individual and team performance. Delivered customized training content on sales techniques, leadership development, and various business topics.

Greatly reduced turnover and improved sales team performance through customized evaluation and selection tools.

- **Led training sessions with 300+ participants**, conducted in-person and virtual workshops, and spearheaded skill-building initiatives.
- **Improved performance and engagement for client sales teams** by implementing branded and customized sales training content.
- **Accelerated ramp-up time for sales hires** by delivering training programs using cognitive psychology and adult learning principles.

Director of Sales Talent Development, Two Men and a Truck International, Lansing, Michigan

03/2012 to 07/2014

Led sales talent development for 250+ franchise locations and 750+ frontline and B2B sales professionals. Drove consistent revenue growth by creating and implementing national sales training programs. Focused on improving conversion rates, enhancing customer experience, and maintaining brand integrity through partnership with franchisees. Developed impactful leadership programs and comprehensive sales training curriculum focused on solutions-based, value-driven, and consultative selling methodologies.

Drove annual corporate sales growth of 18%-20% for 3 straight years, and set 5-year vision for national sales department.

- **Boosted sales team performance across franchises** by defining KPIs, KSAOs, and implementing peer-to-peer coaching programs.
- **Enhanced lead conversion and forecasting** by developing performance metrics and pipeline management tools.

Past success as VP of Business Development, Partner Programs at Critical Signal Technologies (CST) and as Area Director at The Regus Group.

Earlier Education / Technical Skills / Organizations

- Bachelor of Science (BS), Psychology, Madonna University
- Multiple Associate Degrees in Accounting and Business Management, Henry Ford Community College
- Change Management Specialist (CMS) Certificate / Six Sigma Lean Professional Certificate, Management and Strategy Institute

TECHNICAL SKILLS: Proficient in numerous learning management systems (LMS), applicant tracking systems (ATS), HR platforms, customer relationship management (CRM) systems, performance coaching solutions, and virtual training platforms. Skilled in Microsoft Office (Word, Excel, PowerPoint), Brainshark, Cornerstone, Modern Hire, Salesforce, SuccessFactors, Zoom, MS Teams, and Google Meet. Adaptive and tech-savvy.

ORGANIZATIONS: Association of Talent Development (ATD) | Society of Human Resources Management (SHRM) | Institute of OneWorld Leadership | International Association for Performance Improvement (ISPI) | WorldatWork | National Association of Sales Professionals (NASP) | Emblaze