

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

+1 248-212-9776 | LanaAdamsProfessional@gmail.com
www.LanaAdams.com | [LinkedIn.com/in/Lana-M-Adams/](https://www.linkedin.com/in/Lana-M-Adams/)
1061 Old Milford Farms | Milford, MI USA

Transforming Corporate Learning Investments into Bottom-Line Results

Innovative Learning & Talent Development Leader who transforms organizations by turning capability into competitive advantage. I architect learning ecosystems that energize teams, accelerate performance, and build leadership and talent pipelines that scale. My work blends data-driven strategy with a human-centered approach to drive cultural evolution and unlock workforce potential. Known for simplifying complexity, sparking engagement, and delivering solutions that shift behavior and show measurable ROI, I design talent development interventions that fuel growth, strengthen culture, and prepare organizations for what's next.

Core Competencies

Learning and Development (L&D) Strategy | Instructional Design | Curriculum Innovation | Leadership Development Programs
Blended Learning Approaches | Adult Learning Theory | Performance Management | Performance Optimization | Coaching & Mentoring
Emerging Learning Technologies | Change Management | Change Leadership | Needs Analysis | Team Leadership | Budget Management
Employee Experience (EX) | Workforce Analytics | Sales Methodologies (customized, Sandler, SPIN, MEDDIC et al) | Human Resources
Organizational Development (OD) Strategy | Continuous Learning Culture | Learning Experience Design | Project Management

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 / Phi Kappa Phi Honors Society / Top 5 Program

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

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

SHRM: SHRM Certified Senior Certified Professional in Human Resources (SHRM-SCP)

Wiley: Certified Facilitator, DiSC, 03/2022

Management and Strategy Institute: Change Management Specialist (CMS) Certification

Professional Experience

Fortivra Group, LLC (Self-Employed) | Educational Sabbatical | Milford, MI

01/2023 to Present

Proactively transitioned from a full-time leadership role to pursue a Master's Degree in Management, Strategy, and Leadership at Michigan State University, demonstrating a commitment to lifelong learning and advanced expertise in talent development and HR. Balanced rigorous academic pursuits with family caregiving responsibilities, further developing resilience and adaptability. This intentional career pause reflects my dedication to personal growth, family, and continued professional contribution.

- **Strategic consulting services in talent development**, sales enablement, and corporate learning transformation, delivering impactful solutions for organizations of all sizes.
- **Design and facilitate learning**, performance, and change management strategies that enhance workforce capability and engagement.
- **Partner with executives to align learning investments with HR objectives**, organizational goals, corporate culture, measurable business outcomes, and culture shifts.

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

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. Designed and delivered regulatory training as needed to ensure compliance with ever-changing NMFC changes. 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. Established a New Leader Assimilation Program and introduced performance management interventions to improve retention, and HiPo development.

Accelerated individual performance with game-changing tools: Utilized assessment tools such as DiSC, psychometric exams, individual development plans (IDPs), and designed quarterly sales training curricula. Leveraged Cornerstone, a learning management system (LMS), and Brainshark, an LMS and artificial intelligence (AI) coaching platform to evaluate and develop sellers', leaders', and customer-facing personnel's messaging and delivery.

ACHIEVEMENTS:

- **Achieved 95% certification of sales force within 4 months** of building an entire proprietary sales methodology training and certification program across entry-level, national, international, and enterprise sales channels.
- **Reduced new seller time to productivity from 124 days to 98 days** through optimized onboarding and upskilling processes.
- **Used root-cause analysis to identify and stop price quoting errors**, 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** to coach and manage underperformers and increase engagement of mid and top performers.
- **Contributed to improved CX ratings by 8 points in 90 days**, partnering with operations leaders to improve processes at critical hand-off points.
- **Increased employee retention** by working with HRBPs/leadership to enhance career pathing, development, and succession plans.
- **Inspired employees by showcasing behaviors of successful sellers and sales leaders.** Defined knowledge, skills, abilities, (KSAs) and other traits (KSAOs) profiles of top performers for study. Identified and promoted best practices through formal peer coaching networks.

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 of varying complexity. Managed and developed teams of trainers/facilitators and quality assurance (QA) coaches. Oversaw implementation of instructional design and adult learning methodologies to enhance employee performance, coaching effectiveness, and leadership development. Certified sales managers through Emblaze's Accredited Inside Sales Manager (AISM) program, creating differentiation of Infinity's organizational leadership approach versus competitors.

- **Boosted sales performance and customer satisfaction** through redesigned onboarding/ongoing coaching programs.
- **Improved retention and application of training materials** by introducing microlearning practices 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 and presenting progress and results.
- **Drove performance and skill improvement** through individual development plans and targeted training initiatives.
- **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

09/2015 to 04/2018

Produced CX-focused sales strategies, optimized lead generation and sales enablement, and led annual trade show initiatives for family-owned international 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 13+ B2B sales professionals.

- **Successfully directed all sales force 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.
- **Enhanced product knowledge and sales** by introducing educational marketing materials for manufacturers' reps and partners.
- **Set bold new vision for integrating technology and performance metrics**, highlighting return-on-investment (ROI) of displays.

Talent Development Consultant | Franchise Sales Consultants, LLC | Detroit, Michigan

07/2014 to 09/2015

Empowered businesses and franchise owners to optimize their operations and bottom-line results through personalized coaching to enhance individual and team performance. Specialization working with the unique inter-relationships of franchisors and franchisees. Delivered customized training content on sales, leadership, skills development, and business topics ranging from interviewing to time management.

- **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.
- **Greatly reduced turnover and improved organizational performance** through customized candidate evaluation and selection tools.
- **Accelerated ramp-up time for new hires** by delivering training programs leveraging 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 international sales training programs and feedback loops. Focused on improving conversion rates, enhancing customer experience (CX), 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.

- **Boosted sales team performance across franchises** by defining KPIs, KSAOs, and implementing peer-to-peer coaching programs.
- **Drove annual corporate sales growth of 18%-20% for 3 straight years** and set 5-year vision for national sales department.
- **Coached and partnered with franchisees** to ensure adherence to franchising requirements, state and national regulations, and licensing.
- **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 Area Director at The Regus Group.

Technical Skills | Organizations

TECHNICAL SKILLS: 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.
Highly 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