

Lana Adams, MS-MSL, CPTD, CMS

Talent Development & Corporate Learning Leader



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Vice President of Learning and Talent Development | Senior Director, Learning & Talent Development

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

Visionary talent development and enablement leader respected for strategic thinking, effective decision-making, and cultivating transformative cultures that drive organizational success. Skilled at bridging performance and process gaps through flexible, innovative strategies, blending adult learning principles with cutting-edge technology, and fostering cross-functional collaborations that boost employee engagement and adoption. Delightfully disruptive strategist known for a relentless pursuit of excellence, exceptional interpersonal skills, empowering teams to exceed expectations, and delivering high-impact programs that align learning initiatives with broader business goals. Skillfully develops forward-thinking solutions to address current organizational challenges while preparing for future competitive pressures.

Core Competencies

Adult Learning Theory & Principles | Learning and Development (L&D) | Instructional Design | Curriculum Design | Leadership Development
Blended & e-Learning Approaches | Strong Team Leadership Skills | Talent Management | Performance Optimization | Coaching & Mentoring
Emerging Learning Technologies | Change Management Strategy | Cross-Skilling & Reskilling | Needs Analysis | Learning Strategies | KSAOs | OKRs
Employee Experience (EX) | Workforce Analytics | Numerous Sales Methodologies | Organizational Development (OD) | Budget Management
KPIs | Diversity, Equity, & 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/CPLP), 08/2022 | Certified Master Trainer (CMT), 03/2021 | Adult Learning Theory Certificate, 03/2021 | **Wiley:** Certified Facilitator, Everything DiSC Workplace, 03/2022

SHRM: Pursuing the SHRM-SCP

Professional Experience

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

08/2019 to 01/2023

Built Learning and Development (L&D) team for international LTL sales force from scratch. Led initiatives to enhance onboarding and continuous development for 400+ sales professionals and their leaders across various levels in 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 conduct needs analyses, assess performance metrics, identify skill gaps, and tailor development plans. Created blended learning environment, integrating, virtual, in-person, e-learning, LMS modules, podcasts, and microlearning. Fostered culture of accountability through performance coaching. Simultaneously managed multiple projects with competing priorities while effectively allocating limited resources.



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/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 building an entire sales methodology training and certification program.
- **Reduced new hire 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** to effectively coach and manage underperforming, mid-level, and HiPo 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 processes at critical sales/ops hand-off points.
- **Increased employee retention** by working with HRBPs and leadership to enhance career path messaging and develop succession plans.
- **Inspired employees by showcasing behaviors of successful sellers and sales leaders.** 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, Infinity, Cedar Rapids, Iowa

08/2018 to 06/2019



Led onboarding, new hire training, and continuous development of 200+ call center account executives and their leaders across 9 Google AdWords and Waze promotional programs. Managed team of 6 master 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 (AISM) program. Simultaneously managed multiple projects with competing priorities and frequently changing/ambiguous objectives.

Drove performance and skill improvement through organizational development planning and targeted training initiatives.

- **Boosted sales performance and customer satisfaction** through redesigned onboarding and ongoing 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.
- **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

09/2015 to 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 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. Managed all business administration needs of the POP sales division. Managed domestic and international travel schedule of as much as 75%.

Enhanced product knowledge and go-to-market strategy leveraging educational & marketing materials for manufacturers' reps & partners.

- **Successfully directed all salesforce development initiatives**, including Sandler Sales Training, Gitomer, 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 operations through personalized consulting and coaching to enhance individual and team performance. Delivered customized training content on various business topics including sales techniques and leadership development.

Greatly reduced employee turnover and improved organizational performance through customized consulting, assessments, 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 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 international 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, OKRs, and implementing peer-to-peer coaching programs.
- **Enhanced lead conversion and forecasting** by developing performance metrics and pipeline management tools.

20+ years prior sales and sales leadership as VP of Business Development, Partner Programs at Critical Signal Technologies (CST) and 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) such as Cornerstone, applicant tracking systems (ATS) such as ModernHire, HR & HRIS platforms SuccessFactors, et al.) , customer relationship management (CRM) systems (Salesforce, HubSpot, etc.), performance coaching solutions (Brainshark), and virtual training platforms. Skilled in Microsoft Office (Word, Excel, PowerPoint), and virtual collaboration platforms such as Zoom, Teams, Google Meet, and SharePoint. AI tools: ChatGPT, Yoodli, Dall-E, OpenAI. 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