

Lana Adams, MS-MSL, CPTD, CMS

Talent Development & Corporate Learning Leader



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

Visionary talent development thought 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 and individuals to exceed expectations, and delivering high-impact programs that align learning initiatives with business goals. Stays atop industry trends and 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
Motivational Theory | Applied Positive Psychology | Excellent Presentation Skills | Master Facilitator & Presenter

Recent Education & Credentials

Michigan State University, Eli Broad College of Business

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 | Master Trainer, 03/2021

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

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



Accelerated individual performance with game-changing tools: Utilized DiSC assessments, psychometric exams, 360 feedback, individual development plans (IDPs), and quarterly sales training curricula. Leveraged Cornerstone LMS and beta tested Brainshark, a virtual coaching platform that uses artificial intelligence (AI), vocal, and facial recognition to provide real-time feedback and optimize coaching prioritization and focus areas.

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 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 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+ account executives and leaders across 9 Google AdWords and Waze promotional programs. Managed team of 6 master trainers and 5 quality assurance sales coaches creating a continuous performance feedback loop. 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.

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

- **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.

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 50%+.

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

- **Successfully directed all sales force 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 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 of Sales Talent Development, Two Men and a Truck International, Lansing, Michigan

03/2012 to 07/2014

Led 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 (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.

Drove annual corporate sales growth of 18%-20% for 3 straight years and developed a 5-year vision for international sales.

- **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 sales and sales leadership experience as VP of Business Development 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: Highly adaptive and tech savvy. **Exemplative list:** (LMS) Learning Management Systems | (ATS) Applicant Tracking Systems | ERP | HRIS Platforms | 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, Dall-E, OpenAI, etc. | Data Analysis Tools (Looker, Clari, Tableau, etc.)

PROFESSIONAL ORGANIZATIONS: 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)