

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

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Milford, MI | Remote U.S.

Enterprise Learning and Talent Development Executive

Enterprise Learning Strategy | Leadership Development | Workforce Enablement | Performance Improvement

Executive Profile

Enterprise learning and talent development executive who builds workforce capability systems tied to business performance. Led teams of up to 15, influenced 150+ stakeholders, and supported capability growth for 800+ employees across complex, distributed organizations. Built and scaled sales enablement for 400+ sellers and leaders in a \$774M business unit, reducing ramp time 21%, and previously helped drive 18-20% annual sales growth across 250+ franchise locations. Combines leadership development, performance improvement, sales enablement, workforce analytics, and direct P&L leadership to convert strategy into measurable execution.

Core Competencies

- **Enterprise Learning & Talent Strategy:** Capability Building, Workforce Readiness, Performance Consulting, Learning Ecosystems
- **Leadership & Organizational Effectiveness:** Leader Development, Manager Enablement, Succession Planning, Talent Strategy, Change Enablement
- **Measurement & Performance:** Needs Analysis, KPIs and OKRs, Workforce Analytics, ROI, Time-to-Proficiency
- **Learning Design & Facilitation:** Blended Learning, Instructional Design, Live and Virtual Facilitation, Adult Learning
- **Sales & Revenue Enablement:** Onboarding, Sales Methodology, Certification, Coaching, Performance Support
- **Technology Enablement:** LMS, Sales Enablement Platforms, AI-Supported Coaching, HRIS, CRM

Professional Experience and Independent Work

Independent Research, Writing & Framework Development | Fortivra Group, LLC | Milford, MI 01/23-Present

- Completed graduate study in management, strategy, and leadership while independently researching workforce enablement, human performance, leadership development, and organizational capability
- Created CALIBER, an original performance architecture framework connecting capability development, observable behavior, and measurable business results; developed related diagnostics, tools, and practitioner resources
- Publish practitioner-focused writing on workforce enablement, performance improvement, leadership, and AI-supported learning, translating research and emerging practices into practical organizational applications

Director, Learning and Talent Development - Sales | XPO Logistics | Greenwich, CT 08/19 to 01/23

- Built and scaled the sales enablement strategy for 400+ sellers and leaders across local, national, and enterprise motions in a \$774M business unit; aligned sales methodology, role-based onboarding, playbooks, and certification to business priorities and achieved 95% certification in four months
- Partnered with Sales and cross-functional leaders to diagnose pricing and customer experience gaps; implemented targeted capability and process changes that reduced detrimental pricing requests 43%, delivered \$415K in improvement against a \$300K target, and raised customer experience scores 8 points in 90 days
- Reduced new-seller ramp time 21% by redesigning and automating onboarding with cross-functional partners, strengthening time-to-productivity and process consistency
- Built manager coaching infrastructure for 35+ sales leaders, equipping them with data-informed frameworks, skill diagnostics, 360-degree feedback, and reinforcement tools to improve coaching effectiveness and field performance
- Owned a Brainshark pilot testing AI-enabled virtual coaching with approximately 50 sellers; evaluated service-description accuracy, vocal tone, pace, keyword use, inflection, facial cues, and clarity to identify peer-coaching strengths and immediate development needs, while surfacing a systemic pricing error that manager ride-alongs and behavioral observation had not caught
- Created and curated sales learning content in Cornerstone, maintaining current, accessible resources, playbooks, job aids, and performance support for sellers and frontline sales leaders

Director of Sales Development | Infinity | Cedar Rapids, Iowa 08/18 to 06/19

- Led sales enablement and talent development for 200+ account executives and leaders supporting Google AdWords and Waze enterprise programs of varying complexity
- Redesigned onboarding and continuous development pathways using blended learning
- Established performance metrics, KPIs, and OKRs to diagnose capability gaps, strengthen coaching effectiveness, improve sales effectiveness, and elevate CX
- Led and developed teams of master trainers and quality assurance coaches to deliver content, facilitate training, monitor and measure adoption, provide real-time feedback, and report monthly, quarterly, and annual results to client (Google) and leadership

- Built leadership capability through manager certification (AISM), leadership development initiatives, and data-driven coaching frameworks

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

09/15 to 04/18

- Owned a \$20M+ annual P&L for a global point-of-purchase division, leading sales strategy, enablement, and revenue growth while consistently exceeding margin targets, delivering 37.9% against a 35.5% goal
- Led CX-focused sales strategy, enablement, and revenue growth for a global marketing display manufacturer serving retail, petroleum, quick-serve restaurants (QSRs) and convenience store (C-stores) verticals
- Directed end-to-end sales training and development, integrating Sandler, Challenger, MEDDIC/MEDDPIC, SPIN, question-based and value-based sales methodologies and techniques to strengthen consultative sales capabilities and grow revenues
- Built and led inside and field B2B sales teams through coaching, performance management systems, KPI transparency, and data-driven execution
- Introduced technology-enabled product features and ROI storytelling to differentiate value propositions and improve go-to-market (GTM) effectiveness

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

07/14 to 09/15

- Delivered custom sales, leadership, and performance development solutions for franchisors and franchise owners across diverse industries
- Specialized in the franchisor-franchisee relationship, aligning individual capability with brand standards, compliance, and growth objectives
- Designed and facilitated in-person and virtual programs for audiences of 300+ participants, improving sales effectiveness and operational execution
- Implemented assessment, selection, and performance evaluation systems that improved hiring quality, accelerated proficiency, and reduced turnover
- Accelerated new-hire ramp-up and on-the-job application using adult learning theory and cognitive psychology principles

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

03/12 to 07/14

- Built the sales learning and talent development function from the ground up and architected a proprietary consultative sales methodology that scaled enterprise standards across 250+ franchise locations
- Led sales enablement for 750+ inside and field sales professionals across 250+ franchise locations
- Drove sustained annual sales growth of 18–20% throughout tenure by building enterprise sales capability and strengthening frontline leadership
- Established sales KPIs, capability standards, and coaching frameworks to improve conversion, forecasting accuracy, and customer experience
- Partnered with franchise owners and leaders to align local execution, manager coaching, and performance expectations with brand standards and growth priorities

Additional sales and business development success in medical device, medical monitoring, and professional services with CST and The Regus Group.

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 (ATD), Master Trainer (ATD); SHRM-SCP; DiSC Certified Facilitator; Change Management Specialist (CMS)

Technology & Analytics Ecosystem

Highly adaptive and tech savvy. Selected platforms used to build, deliver, reinforce, and measure workforce capability:

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

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

People, HRIS & ATS: SAP SuccessFactors, Workday, HireVue, O*Net

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

Professional Affiliations & Industry Engagement

ATD | SHRM | Emblaze | NASP | ISPI | WorldatWork | Phi Kappa Phi Honors Society