

Lana M. Adams, MS, CPTD

Talent Development & Corporate Learning Leader

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SUMMARY

A multi-faceted business professional with a record of success for leading the corporate learning function, developing successful teams, analyzing organizational needs, and developing strategic solutions. Designs and delivers engaging, impactful programs that enhance the organization's competitive advantage. Excels at providing data-driven solutions, identifying performance gaps, developing sales methodology, and aligning L&D strategies with organizational goals. Continually seeks ways to improve workforce capabilities and boost employee experience. Proficient in all phases of talent development and cross-functional collaboration to foster a learning culture. Known for cultivating strong relationships with stakeholders, deep knowledge of adult learning principles, emerging trends in L&D, and a driving passion to exceed expectations.

EXPERTISE

- P&L, Budget Management
- Organizational Design, Strategy, & Planning
- Curriculum Development & Design
- Developing & Leading Teams
- Leadership Development Programs
- Performance Coaching & Mentoring
- Talent / Workforce Analysis
- Performance Management Systems
- Change Management (Adkar, Kubler-Ross, etc.)
- Needs Analysis & ROI/ROE Evaluation
- Instructional Design
- Sales Process Design, Methodology & Technique (Sandler, Challenger, SPIN, et al)
- Employee Engagement (EX) Programs
- Customer Experience (CX) Enhancement

CAPABILITIES

- Superb Communication Skills: Written, Public Speaking & Presentations
- Creative/Collaborative Problem Solving
- Internal and External Consultant and SME
- Design & Implementation of Comprehensive Learning and Development Solutions

TECHNOLOGY

- MS Office Suite (all versions)
- LMS Systems (Cornerstone, etc.)
- ATS Systems (Modern Hire, etc.)
- HR Platforms (SuccessFactors, etc.)
- Salesforce and other CRM Systems
- Performance Coaching Platforms (Brainshark)
- Virtual Training Platforms (Zoom, Teams, etc.)

EDUCATION

- MS, Management, Strategy, and Leadership with HR Management concentration
 - Michigan State University, 4.0 GPA
- Bachelor of Science, Psychology
 - Madonna University
- Associate, Accounting
 - Henry Ford Community College
- Associate, Business Management
 - Henry Ford Community College

CERTIFICATIONS

- Certified Professional in Talent Development (CPTD, formerly the CPLP) through ATD
- Certified ATD Master Trainer
- Certified DiSC Facilitator
- Certified Change Management Specialist (CMS)
- Certificate in Adult Learning Theory from ATD

PROFESSIONAL EXPERIENCE

Educational Sabbatical (2023 – 2024)

Voluntarily exited XPO to pursue a Master of Science in Management, Strategy, and Leadership (MS-MSL) with HR Management concentration at Michigan State University's Eli Broad College of Business, a top five program.

XPO Logistics, Inc. (2019-2023)

Director, Learning & Talent Development

- Worked with corporate stakeholders to develop the BU's proprietary B2B sales methodology across entry level, national, international, and enterprise sales channels
- Designed/delivered a comprehensive sales methodology training certification program
 - Comprehensive blended-learning program (ILT, virtual, group, synchronous, and asynchronous components) on sales strategy, technique, and methodology
 - Analyzed post-training performance trends to prioritize future training interventions
- Identified/defined knowledge, skills, abilities, and other traits (KSAOs) to develop profile of successful performers for each sales group improving recruiting efforts
- Partnered with HRBPs/leadership to develop career mobility pathing and succession planning strategies. Identified parallel, lateral, and lattice tracks to improve retention.
- Reviewed and recommended organizational learning tools and solutions including communication and profiling instruments, content creation software, performance management systems, AI-based performance coaching platforms, etc.
- Developed training solutions to support adoption and use of virtual meeting platforms
- Performance management interventions for leaders: goal-setting concepts and theory, rater evaluations, leadership styles, stages of team development, etc.
- Led leadership development initiatives to improve capabilities of mid and senior-level managers:
 - Reduced acclimation time for new leaders and their teams
 - Developed leaders' abilities to use data and metrics for improved coaching
 - Implemented accountability training to strengthen the firm's results-driven culture
- Repurposed and curated sales training content for use and development of operations personnel
- Partnered with operations leaders to strengthen understanding of the sales process and critical hand-off points, improving CX ratings by 8 points in 90 days

Infinity (2018-2019) Director, Salesforce Development (Learning & Talent Development)

- Led onboarding, coaching, and ongoing development of >200 Call Center Account Executives and sales leaders across nine Google programs
- Managed teams of professional trainers/facilitators, sales quality assurance (QA) evaluators, and sales coaches
- Integrated DEI&B concepts into training initiatives for inclusivity of all employee groups
- Incorporated quantifiable objectives into all training initiatives to measure organizational impact and ROI/ROE
- Leadership development: led the certification process for all managers to obtain Accredited Inside Sales Manager Certification through Emblaze (formerly AA-ISP)



PROFESSIONAL EXPERIENCE, *continued*

MDI Worldwide (2015 – 2018)

Director, Point of Purchase (POP) Sales

- Led revenue achievement for the organization's national POP division including all hiring, disciplinary, and development initiatives for teams of inside and outside sellers
- P & L responsibility of \$20M+ annually and exceeded margin targets: 37.9% achieved versus 35.5% goal
- Annual budget responsibility for the division
- Developed the vision for integration of technology and performance metrics to prove ROI of display investments to the customer base, creating a new competitive advantage
- Led the organizational strategy to incorporate interactive features such as the incorporation of custom scents and tracking consumers' dwell times at interactive displays. This evolved into a new revenue stream for the organization.
- Oversight of all salesforce development initiatives including Sandler Sales Training, The Challenger Sale, SPIN Selling, and other methodologies

Franchise Sales Consultants (2014 – 2015)

Independent Organizational and Talent Development Consultant

- Provided a full range of leadership, business, and sales consulting services including comprehensive sales force evaluations, candidate selection tools, and turnover reduction initiatives
- Envisioned, designed, and implemented customized training content and coaching and programs for businesses and individuals on sales, leadership styles and skills, time management, and other topics as contracted
- Leveraged cognitive psychology/adult learning principles to produce sales training, technique, and other skill-building content

Two Men and a Truck, Intn'l. (2012 – 2014)

Director, Salesforce Learning and Development (Corporate)

- Developed and established the corporation's global sales department, including five-year vision, organizational chart, and growth strategy for >250 locations and >750 B2C and B2B sales professionals and leaders
- Led annual corporate growth of 20% in 2012, 19% in 2013, and trending to 18% as of July 2014
- Contributed directly to growth of annual revenues in excess of \$326M
- Leadership development initiatives included development and implementation of peer-to-peer groups, monthly leadership training sessions, and presentations at annual conferences
- Developed comprehensive national sales training curriculums combining elements of solutions-based, value-based, and consultative selling methodologies for an international team of frontline, in-home, and B2B sales professionals

Critical Signal Technologies, Inc. (CST) (2009 – 2012)

Vice President, Business Development, Partner Programs (*promotion*) Director, Sales and Marketing

- Established and trained an Inside Sales team achieving a 69% average closing ratio
- Developed and trained the salesforce to leverage value-based and consultative selling techniques and skills
- Created training content and materials to support independent distributors' knowledge of equipment, installation and set-up, and caregiving protocols with first responders, families, and designated caregivers
- Led the development of all marketing efforts, trade show strategy, public relations, social media, and corporate communications
- Recognized opportunities to partner with retailers specializing in electronic technology, healthcare, and the elderly, opening a new revenue stream for the organization

ACTIVE PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

- 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)
- Phi Kappa Phi Honors Society
- Emblaze (formerly AA-ISP), Association of Inside Sales Professionals

Learn why more than two dozen people publicly recommend me at: <https://www.linkedin.com/in/lana-m-a-9849701/>