

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

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1061 Old Milford Farms | Milford, MI USA

Enterprise Learning and Talent Development Executive

Driving Performance, Productivity, and Leadership Readiness

Executive Profile

- Learning & Talent Development leader with 15+ years building workforce capability, leadership pipelines, and performance ecosystems across complex, matrixed organizations
- Architect of learning strategies that accelerate onboarding, reduce time-to-productivity, and scale leadership readiness across the workforce
- Trusted partner to C-suite and senior leaders, aligning talent, culture, and workforce performance to business outcomes
- Deep expertise in learning strategy, leadership development, performance consulting, organizational effectiveness, and change leadership
- Data-driven practitioner known for translating complex strategy into simple, engaging learning solutions, blending human-centered design, analytics, and technology to deliver measurable ROI, CX, and retention gains

Core Competencies

- **Learning & Talent Strategy:** Enterprise L&D Strategy, Workforce Planning, Capability Building, Continuous Learning Cultures, Adult Learning Theory
- **Leadership & OD:** Leadership Development, HiPo Programs, Succession Planning, Change Leadership
- **Measurement & Optimization:** Workforce Analytics, Performance Metrics, ROI Measurement, Needs & Gap Analysis
- **Learning Design & Delivery:** Blended Learning, ILT, Instructional Design, LX Design, Facilitation, Presentation
- **Sales & Revenue Enablement:** Sales Methodologies, Onboarding Acceleration, Performance Coaching, Time-to-Productivity
- **Technology & Platforms:** LMS (Cornerstone, Workday, etc.), Sales Enablement Tech, AI Learning Tools, HRIS

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

Professional Experience

Fortivra Group, LLC (Self-Employed) | Educational Sabbatical | Milford, MI 01/2023 to Present

- Transitioned from a full-time executive role to pursue a Master's Degree in Management, Strategy, and Leadership at Michigan State University's Eli Broad College of Business
- Provided executive consulting in enterprise learning strategy, sales enablement, performance management, and change leadership
- Partnered with senior leaders to align learning investments to business and workforce outcomes

Director, Learning and Talent Development – Sales | XPO Logistics | Greenwich, CT 08/2019 to 01/2023

- Built and scaled sales L&D function from the ground up for 400+ sellers and leaders across local, national, and enterprise segments within a \$774M LTL business unit
- Reduced time-to-productivity from 124 to 98 days through redesigned onboarding processes
- Developed and launched proprietary sales methodology, comprehensive training program, and accompanying certification exam and requirements, achieving 95% certification of entire sales force in 4 months
- Collaborated with stakeholders to improve CX scores by 8 points in 90 days by addressing pricing and performance gaps
- Enabled 35+ sales leaders with data-driven coaching frameworks for improved performance management and development
- Integrated LMS and enablement technologies (Cornerstone, Brainshark, DiSC) and repurposed sales content to scale leadership capability and consistency across customer-facing roles
- Recognized as an "A Player" for three consecutive years

Director of Sales Development | Infinity | Cedar Rapids, Iowa 08/2018 to 06/2019

- 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 learning using microlearning and performance analytics to improve sales effectiveness, coaching quality, inclusivity, and CX

- Built leadership capability through manager certification (Emblaze AISM), data-driven coaching frameworks, and scalable learning design
- Director, Point of Purchase (POP) Sales | MDI Worldwide | Farmington Hills, Michigan** 09/2015 to 04/2018
- 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
 - Owned \$20M+ annual P&L, consistently exceeding margin targets (37.9% vs. 35.5% goal)
 - Directed end-to-end sales training and development, integrating Sandler, Challenger, MEDDICC, and SPIN methodologies and techniques to strengthen consultative and value-based sales capabilities
 - Built and led inside and field B2B sales teams, driving performance through coaching, KPI transparency, and data-driven execution
 - Introduced technology-enabled product features and ROI storytelling to differentiate value propositions and improve go-to-market effectiveness

Talent Development & Performance Consultant | Franchise Sales Consultants, LLC | Michigan 07/2014 to 09/2015

- 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 candidate assessment, selection, and evaluation tools, contributing to reduced turnover and improved hiring outcomes
- 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 03/2012 to 07/2014

- Built the sales learning and talent development function from scratch, aligning vision, mission, and purpose with corporate brand values.
- Led sales enablement for 750+ inside and field sales professionals across 250+ franchise locations.
- Drove 18–20% annual sales growth for three consecutive years through enterprise sales training and leadership development programs.
- Established sales KPIs, KSAOs, and coaching frameworks to improve conversion rates, forecasting accuracy, and CX.
- Partnered with franchisees to ensure compliance with franchising requirements and brand standards.
- Developed consultative, value-based sales curricula that balanced enterprise consistency with franchise autonomy.
- Strengthened leadership capability through structured coaching and manager enablement programs.

Additional success as VP of Business Development, Partner Programs at Critical Signal Technologies (CST) and Director at The Regus Group.

Technology & Analytics Ecosystem

Leverages modern learning, analytics, and productivity platforms to scale capability, performance, and insight across the enterprise.

- **Learning & Talent Platforms:** Cornerstone, Workday Learning, etc.
- **Sales Enablement & Coaching:** Gong, Seismic, Brainshark, etc.
- **People, HRIS & ATS:** SAP SuccessFactors, Workday, HireVue
- **CRM & Revenue Systems:** Salesforce, HubSpot
- **Analytics & Performance Intelligence:** Tableau, Looker
- **AI & Digital Learning Tools:** ChatGPT, Copilot, Claude, etc.
- **Collaboration & Productivity:** Microsoft 365 (Teams, SharePoint, PowerPoint, Excel)
- **Content & Learning Design:** Articulate, Canva

Professional Leadership & Industry Engagement

Active participant in professional organizations focused on learning strategy, workforce performance, sales enablement, and leadership development.

- Association for Talent Development (ATD)
- Society for Human Resource Management (SHRM)
- International Society for Performance Improvement (ISPI)
- WorldatWork
- National Association of Sales Professionals (NASP)
- Institute of OneWorld Leadership
- Emblaze (formerly, AA-ISP)