

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

Enterprise Capability Building, Leadership Development & Workforce Readiness

Impact Snapshot

- Senior people leader with responsibility for 15 direct reports, enterprise influence across 150+, and impact on 800+ employees
- Enterprise financial leadership with \$20M+ P&L and budget ownership, driving disciplined investment and results (MDI)
- Reduced ramp time by 21%: built and scaled a sales L&D function for 400+ sellers and leaders in \$774M business unit (XPO)
- Achieved 95% enterprise sales certification in four months designing and deploying a proprietary sales methodology at scale (XPO)
- Designed a proprietary sales methodology that drove 18-20% annual revenue growth for three consecutive years across 750+ sellers and 250+ franchise locations (TMT)

Executive Profile

Learning and talent development executive with 15+ years leading teams, leaders, and large-scale capability and performance transformations across complex organizations. Trusted advisor to senior leaders, known for architecting enterprise learning ecosystems that accelerate productivity, enable growth, and measurably improve business outcomes. Brings deep expertise in leadership development, performance management, workforce analytics, and change leadership, with a proven ability to translate strategy into prioritized, multi-year roadmaps that drive ROI, retention, and organizational readiness in matrixed, high-growth environments.

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

Professional Experience

Founder & Principal Consultant | Fortivra Group, LLC | Milford, MI

01/23-Present

Independent learning strategy and talent development practice launched during graduate study at Michigan State University.

- Established a professional platform for developing advisory solutions in enterprise learning strategy, leadership development, sales enablement, performance management, and change leadership
- Developed **CALIBER™**, a strategic talent development framework and book project focused on aligning learning initiatives with business goals, workforce capability, and performance outcomes
- Created thought leadership, diagnostic tools, and service models that translate enterprise talent development experience into business-aligned learning solutions

Director, Learning and Talent Development - Sales | XPO Logistics | Greenwich, CT

08/19 to 01/23

- 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 for local, national, and enterprise sellers
- 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)
- Repurposed sales content to scale capability and consistency across customer-facing roles (sales, customer service, billing, etc.)

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
- Defined KPIs and OKRs to improve goal clarity, coaching impact, sales effectiveness, and 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

Director, Point of Purchase (POP) Sales | MDI Worldwide | Farmington Hills, Michigan

09/15 to 04/18

- 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/MEDDPICC, 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, 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 (GTM) effectiveness

Talent Development & Performance 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 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

03/12 to 07/14

- 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.
- Architected a proprietary consultative sales methodology and curricula, balancing enterprise consistency across 250+ franchise locations.
- Strengthened leadership capability through structured coaching and manager excellence programs.

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

Technology & Analytics Ecosystem

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

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

Professional Leadership & Industry Engagement

Active 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) | Emblaze | NASP
International Society for Performance Improvement (ISPI) | WorldatWork | Phi Kappa Phi Honors Society