



# FIONA SIMPSON

## Revenue Enablement Leader

Fiona comes from a mix of revenue enablement, customer success and community-building experience. She currently serves as a fractional Enablement expert in the SaaS industry, and is the host of the Enablement Amplified podcast. She also lends her expertise to speaking engagements, podcast appearances and mentorship roles across the technology industry.

### CONTACT

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🌐 fionasimpson.co

🎙️ Enablement Amplified Podcast

### SKILLS

- Cross-functional Stakeholder Facilitation
- Sales Methodologies & Processes
- SKO & Team Event Planning
- Technical Product Demonstrations
- Program Design & Process Improvement
- Team Expansion, Hiring & Coaching
- Training Content Creation & Management
- Program Monitoring & Data Analysis

### PROFESSIONAL SUMMARY

#### Revenue Enablement Leader

B2B SaaS Companies | 2020 - Present

- Responsible for strategic sales & technical enablement across enterprise teams averaging \$25mil ARR
- Program and process design, new hire onboarding & training, account management, and technical support.
- Revenue Enablement Society Atlanta Chapter President & featured speaker, RES annual conference and Sales Enablement Collective events, 2022-2024

#### Customer Support & Success

B2B SaaS Companies & B2C Services Companies | 2010 - 2020

- 99.8% customer renewal average over 10 years
- \$28mil upsell opportunity generation with 55% close rate
- End-user support expert & team manager for 35,000 - 750,000+ user organizations

### EDUCATION BACKGROUND

#### Project Management Institute

Certified Associate in Project Management | 2019

#### BA - Political Science

Emory University | Class of 2010

- Pre-Law Society
- Community Building & Social Change Fellow
- International Relations Focus; Minor in Sociology

📢 2500+  
Social Media Followers

🌐 15+ years  
Career Experience

🎙️ TOP 50%  
Of Podcasts In the US