

ENABLEMENT PROFESSIONAL

A leader in cross-functional program management and pre/post-sales support offers expertise in creating effective readiness programs, improving effectiveness of partner programs, and generating sustainable revenue contributions.

CORE STRENGTHS

Sales/Technical/Partner Enablement Program Management and Execution – Product/Project/Program Management – Event Organization & Oversight
Sales Force Empowerment – Training & Development – Strategic Planning – SFDC Reporting – Presales Leadership

SELECT CAREER HIGHLIGHTS

- **Head of Enablement & Sales Strategy - Workfront BU** – managing the operation and integration with Adobe.
- **Founding Member/National Delegate** – Sales Enablement Society
- **Created Sales Enablement programs at PROS, HP, ICC** – demonstrating **increased** productivity, deal size, and **reduced rep turnover** responsible for billions of dollars in revenue.
- **Created Partner Enablement Programs at Workfront, VMware, Red Hat, & HP** – **created and expanded** successful multi-billion-dollar collaborations between vendor and partner organizations.

PROFESSIONAL OVERVIEW

Adobe

2017-Present

Senior Manager of Partner & Workfront Enablement

- Group Manager of Adobe's Partner Enablement programs (Workfront, AEP)
- Responsible for Adobe Workfront enablement initiatives (Customer-facing & Strategy)

Head of Enablement & Strategy (Workfront BU)

- Lead the migration & integration of Workfront Field Enablement to Adobe Field Enablement
- Develop, and manage the sales enablement department to support sales growth – +25% YOY in 2020
- Drive engagement between the Workfront Field Sales Organization & Partner Ecosystem - +400% 2017-2021
- Coordinate the creation of training & go-to-market materials with product development & marketing.
- Represent the sales & partner community in product launches and product development planning and strategy.

PROS

2013-2016

Manager, Sales Productivity

- Create, develop and manage the global training programs for the PROS sales ecosystem, including all LOB (internal, field, and partner organizations). The productivity program supports YOY organic growth of 22+% in 2016.
- Lead implementation of content/knowledge systems, learning management systems, instructor-led and virtual training environments; supporting sales, marketing, professional services, and product development
- Manage global sales events including sales kickoff, on-boarding, and salesforce development programs.
- Provide primary and secondary support for the PROS sales support systems.

VMWARE

2011-2013

Manager, Americas Partner Enablement/Americas Partner Programs

- Develop and managed the value-added reseller enablement program within the Americas region, a community responsible for \$350M+ per year in revenue; program ensures partners are prepared for 20% annual growth.

RED HAT

2009-2011

Senior Manager, Global Partner Enablement

- Directed partner sales training and certification programs for the company's channel and alliance partners; drove strategic program design and constructed tactical delivery models in multiple global operating regions.
- Managed outside vendor in developing a channel field guide and delivering a methodology for developing channel account managers in both instructor-led and eLearning environments.
- Designed, developed, and released new role-based sales and technical training models as well as certification exams to meet corporate requirements focusing on sales and presales development.
- Led selection and implementation process for acquisition of a new partner-centric learning management system (CyberU) built on Salesforce.com and linked into Red Hat's partner portal.

HEWLETT-PACKARD

1998-2009

Senior Manager, Global Partner Enablement (2004-2009)

- Transformed and directed the partner sales and technical training and certification programs for HP's software channel and alliance partners; led classroom, virtual, event-based, computer, and web-based instruction.
- Drove strategic and tactical program design in multiple global operating regions; developed scalable role-based training model that took advantage of global and geo-based assets.
- Led change model as services transitioned from primarily instructor-led to self-service model.
- Created and managed technical programs for global events such as HP Software University, PE Galaxy, and APJ Bootcamp, exceeding all assigned goals and metrics.
- Administered the partner training program as it grew from 400 students to 16,000+ participants in four years.
- Improved partner satisfaction results 25% from 2006 to 2008.

Worldwide Partner Presales Readiness Manager (2002-2004)

- Developed and managed a global program designed to provide product knowledge and demonstration capabilities for 150,000 certified HP professionals and partner presales resources.
- Leveraged partner team members as evangelists for HP products, services, and solutions focused on HP software and ProCurve networking products; designed partner presales programs to generate increased participation.

Sales Engineering Manager, Lead Solutions Architect (1998-2002)

- Led Channels/North American middleware presales teams in delivering RFI/RFP responses, system demonstrations, proof-of-concept installations, technical presentations, and expertise for proposed client solutions.
- Provided primary presales support for HP software efforts within the Department of Defense and intelligence communities; held TS/SCI clearance.
- Managed presales team in delivering consistent results, allowing the Americas region team to achieve 40% growth.

EDUCATION & CREDENTIALS

Computer/Management Science – EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

Public Speaking & Human Relations, Dale Carnegie; IT Service Management, EXIN Int.; Lean Sigma, Hewlett-Packard

Foundational Certificate in IT Service Management, itSMF

Adobe Sales Accredited – Adobe Workfront