

LISA BARRON

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Websites, Portfolios, Profiles

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Professional Summary

Master of adult learning, cross-functional collaboration, leadership development, and content creation. With over 18 years of experience in sales, enablement, operations, and leadership roles, I am a seasoned sales strategist, coach, and product expert who enables and empowers sales teams to achieve their goals and grow revenue.

As a seasoned Sales and Enablement professional, I design and deliver global sales enablement programs, provide individualized coaching and mentoring, develop competency metrics and certifications, and act as a subject matter expert for all sales teams across the US and international markets. I have contributed to a 250% closed/won conversion rate, 25% increase in global revenue, improved lead conversion rates by 65%, pipeline velocity by 33%, and enhanced competitive win rate by 67%. I am passionate about leveraging my Communication and Learning Technologies degrees along with my education background to foster a culture of learning, collaboration, and excellence among sales professionals.

Skills

- Zoom
- From Conception to Completion
- Business Metrics
- Adult Learning Methodologies
- Gap Analysis
- New Hires
- Curriculum
- Sales Effectiveness
- End-to-End Sales
- Content Delivery
- Process Improvement
- Cost Control
- Business Development
- Revenue Forecasting
- Business Planning
- Decision-Making

Work History

National Director, Sales Enablement and Development, 04/2021 to Current
Empyrean – Remote

- National Director for Global GTM enablement and skills coach, product enablement and subject matter expert for all sales teams US and International
- Reporting to CSO
- Global revenue increase of 42% from direct coaching, enablement programs
- Responsible for Opportunity conversion rate, Pipeline growth, sufficiency and velocity
- Implementation of MOS and sales management training
- Implemented SPICED, BANT, MEDDPICC, and SPIN Discovery training and certification program
- Provided individualized coaching for all sellers and opportunities - Enterprise (5,001+ units), Strategic (1500-5000 units), SMB and BDR to grow revenue, enhance sales techniques and drive closed/won increases
- Develop competency metric for all sellers, create QBR and monthly status reports, pipeline management, performance reviews and Go To Gemba for each opportunity
- Controlled resources and assets for department activities to comply with industry standards and government regulations

Senior Manager, Global Sales Enablement , 03/2020 to 04/2021

Netradyne – Remote

- Developed and executed Sales, Sales Enablement, Business Continuity, and Leadership programs for over 1400 Team Members
- Delivered high impact curriculum to improve competency of a \$500M organization
- Increased sales production by 27.5% with development of sales coaching program for 400 sales team members
- Designed, managed, and delivered leadership development program with focus on Business Acumen, Agile Methodologies and Talent Development to 300 participants
- Achieved 197% IRR on program
- Consulted across project stakeholders and executives to develop ILT, online, and video-based learnings
- Owned sales on-boarding for five-region footprint averaging \$231MM in annual new business production
- Facilitated change management across the organization footprint to support PMO initiatives
- Managed large-scale projects and introduced new systems, tools, and processes to achieve challenging objectives

Director of Business Development, 01/2017 to 02/2021

BenefitElect Alliance LLC – Remote

- Responsible for driving new pipeline and strategic sales cycles, leading internal teams, collaborating and sharing best practices, implementing value-selling processes, developing trusted relationships with prospective customers and existing partners, and leveraging knowledge of

Workday's products and value realized by customers

- Experience in various roles (Medium Enterprise, Large Enterprise, and Healthcare) and geographic markets
- Majority of experience is net new but have also managed add-on business within customer accounts specific to new product offerings.
- Obtained pricing deals, negotiated contracts, and solidified beneficial agreements
- Met with new customers to share product and service information, listen to needs and learn about business operations
- Analyzed data to discover trends, informing market strategies, and objectives
- Collaborated cross-functionally with sales, marketing, and operations teams to ensure seamless execution of business development initiatives

Orthopedic Sales Consultant, 11/2014 to 04/2017

CHG Healthcare

Director of Salesforce Effectiveness, 08/2008 to 03/2014

The Justice Group

- Entrusted to build, lead, and grow the revenue operations and enablement team of a rapidly growing sales team of a high-growth AI SaaS start-up
- Selected due to success and experience leading high-performance sales teams through solid process, training, and coaching
- Recruited and assembled a high-performing team of 5, selecting top talent and fostering their growth to drive organizational success
- Led the development, pilot and execution of a comprehensive onboarding and ongoing training program to quickly ramp and develop the revenue organization - serving Business Development Representatives, Account Executives, Solutions Consultants, Channel Consultants and supporting the 300% growth of the team
- Improved rep ramp time and performance through developing and delivering a standardized Sales process, Sales forecasting, Sales playbooks (process, sales plays, product), and nimble workshops and training focused on sales skills and product knowledge
- Implemented a performance coaching program for Account Executives, leading to enhanced productivity, stronger communication skills improving discovery and demo meetings, refined sales techniques and a culture of continuous improvement within the team
- Worked closely with organizational leadership and board of directors to guide operational strategy

High School Language Arts Instructor , 01/2005 to 01/2008

Pinellas County Schools – New Port Richey, Florida

- Administered assessments and standardized tests to evaluate student progress

- Evaluated academic skills of each student through verbal assessments, graded assignments, and standardized tests
- Helped students develop academic, social and emotional skills for long-term success
- Kept classroom organized, clean and safe for students and visitors

Senior Sales Consultant, 09/2001 to 06/2005

Compaq Computer Corporation

- Generated new business through effective prospecting, telemarketing, territory planning and relationship building
- Monitored and managed staff performance to attain target metrics both individually and team unit
- Applied consultative sales approach and followed strategic marketing initiatives to develop new business
- Delivered superior service to portfolio of 20+ accounts earning around \$650k annually

Education

Master of Arts: Learning Technologies, 2021

The Ohio State University - Columbus, Ohio

Bachelor of Arts: Organizational Communication, 2002

Kent State University - Kent, Ohio

Certifications

- The Seven Habits of Highly Effective People
- Lean Six Sigma
- The R-Factor - Focus 3
- Professional Certified Coach (PCC)

Activities Awards

- Medium Enterprise AE Advisory Council
- AE Mentor
- Activate Program Participant
- Club Qualifier
- Local Giving & Doing Leader
- Guest Speaker (SKO, CI, CSD)

To be relevant to the Education Advisory Board Committee, here are the experience, knowledge, skills, abilities, and qualifications that I possess that would be beneficial in serving the Westlake Community.

1. Education Experience (6+ years): With experience in high school education, I have a solid foundation in understanding the needs and challenges of the education system. This experience provides insights into the curriculum, teaching methodologies, and student engagement strategies.

2. Higher Education Experience: Experience in higher education is valuable as it demonstrates my familiarity with the unique requirements and dynamics of colleges and universities. This experience allows me to understand the academic landscape, trends, and challenges faced by higher education institutions.

3. Masters Degree in Curriculum Design: A master's degree in curriculum design is a significant qualification for the Education Advisory Board Committee. It showcases my expertise in developing and enhancing educational programs, aligning curriculum with learning objectives, and implementing effective teaching strategies.

4. Career in Training/Enablement: My career in training and enablement is relevant to the committee as it highlights my ability to design and deliver effective training programs. This experience demonstrates my understanding of adult learning principles, instructional design, and the use of technology in education.

5. Knowledge of Education Trends: Staying updated with current trends and advances in education is crucial for the committee role. My knowledge of educational trends, such as personalized learning, competency-based education, and online learning, enables me to provide valuable insights and recommendations to the committee.

6. Analytical and Research Skills: Strong analytical and research skills are essential for analyzing data, conducting research, and synthesizing information to inform decision-making. These skills allow me to evaluate educational programs, assess their effectiveness, and make data-driven recommendations.

7. Communication and Presentation Skills: Effective communication and presentation skills are necessary for conveying ideas, facilitating discussions, and presenting recommendations to the committee. My expertise in articulating complex concepts in a clear and concise manner is crucial for influencing and collaborating with committee members.

8. Collaboration and Stakeholder Management: The ability to collaborate with stakeholders, such as educators, administrators, policymakers, and industry professionals, is important for the committee role. My experience in working with diverse stakeholders and managing relationships will contribute to effective collaboration and decision-making.

9. Strategic Thinking and Problem-Solving: Strong strategic thinking and problem-solving skills are essential for identifying opportunities, addressing challenges, and developing innovative solutions in the education space. This ability to think critically and strategically will allow me to contribute to the committee's efforts in shaping educational policies and practices.

10. Passion for Education: Finally, a genuine passion for education and a commitment to improving educational outcomes are essential for the committee role. My enthusiasm for creating positive change in the education system will drive your contributions and inspire others.

By leveraging these experiences, knowledge, skills, abilities, and qualifications, I will make valuable contributions to the Education Advisory Board Committee and help shape the future of education in Westlake.