



Michael ANDERSON

SALES ENABLEMENT DIRECTOR

CONTACT

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- San Francisco, CA

SKILLS

- Sales Coaching
- Learning Technologies
- Team Leadership
- Performance Improvement
- Market Research
- Resource Development

LANGUAGES

- English
- Spanish
- French

EDUCATION

**MASTER OF SCIENCE IN SALES
MANAGEMENT, UNIVERSITY OF
EXCELLENCE, 2016**

ACHIEVEMENTS

- Increased overall sales team productivity by 45% through innovative training programs.
- Awarded 'Best Sales Enablement Strategy' by Sales Excellence Magazine in 2022.
- Recognized for developing a successful digital onboarding program that reduced time to productivity by 30%.

Innovative Sales Enablement Specialist with a passion for cultivating high-performing sales teams through tailored training and development programs. Proficient in leveraging technology to create engaging learning experiences that resonate with sales professionals. Demonstrated expertise in identifying skill gaps and providing targeted coaching to enhance sales effectiveness. Strong communicator with a talent for fostering relationships across various organizational levels.

WORK EXPERIENCE

SALES ENABLEMENT DIRECTOR

Creative Marketing Solutions

2020 - 2025

- Directed the sales enablement function, leading a team of professionals to develop impactful training programs.
- Implemented innovative learning methodologies that improved sales training engagement by 60%.
- Collaborated with product teams to ensure alignment of training with product launches.
- Developed a digital resource hub that provided on-demand training materials for sales teams.
- Monitored sales performance metrics to assess the effectiveness of training initiatives.
- Fostered a culture of learning and development within the sales organization.

SALES DEVELOPMENT MANAGER

Progressive Sales Group

2015 - 2020

- Led the development of a comprehensive onboarding program that improved new hire performance by 35%.
- Coordinated regular training sessions focused on advanced sales techniques and customer engagement.
- Conducted market research to inform training content and sales strategies.
- Utilized feedback from sales teams to enhance training effectiveness continuously.
- Implemented a mentorship program that paired new hires with seasoned sales professionals.
- Facilitated team-building activities to foster collaboration and morale within the sales team.