

JARRED WINN

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SALES ENABLEMENT MANAGER

AREAS OF EXPERTISE

- Sales Enablement
- Executive Development
- Content Design
- Keynote
- Cultural Hybridity
- Motivational Trainer
- Adult Learning Theories
- Strategic Selling
- Sales Cycle Compression
- Salesforce Expert
- Product Knowledge & Education
- Adobe Illustrator

PROFESSIONAL EXPERIENCE

OOMA, SAN FRANCISCO, CA

2016 – PRESENT

SALES ENABLEMENT MANAGER

Responsible in entirety for the design, creation, and delivery of all sales enablement content for Inbound, Outbound, D2D, and VAR channels.

Key Responsibilities & Accomplishments:

- Designed and implemented the onboarding process for the company's first inside sales team, including all training elements on both technical, sales, and systems integration.
- Trained a minimum of ten new-hires per week in an intensive classroom-based training and a capstone of on-the-job application.
- Decreased overall employee attrition from 85% to 40% within first 90 days of employment.

LOOKOUT, SAN FRANCISCO, CA

2014 – 2016

CHANNEL GROWTH MANAGER

Globally representing the company in all partner and consumer based marketing efforts as the face and brand of the company. Recruited, trained, and managed a field marketing team of seven.

Key Responsibilities & Accomplishments:

- Hired on the company's first-ever national Field Marketing team in twelve key regions.
- Developed and executed national sales incentive programs for channel partners designed to drive revenue and create brand awareness.
- Created training curriculum and collateral for Lookout's partner channel, effectively increasing product knowledge through Learn & Earn structured environments.
- Supported launch processes of new product features to facilitate retail integration and sales enablement.

SPECK PRODUCTS, SAN FRANCISCO, CA

2012 – 2013

FIELD MARKETING MANAGER

Upon assuming responsibilities of interim Director of Field Marketing, led a seven-member field marketing team in the successful execution of multiple promotional activities for key channel partners, effectively advancing customer relationships while increasing brand awareness.

Key Responsibilities & Accomplishments:

- Developed training curriculums, presentation strategies, and personally trained the field marketing team to execute in-store promotional activities to promote the Speck brand.
- Penetrated 75% of the coveted Apple retail market following rollout of sophisticated in-store promotions including store events, demo-days, contests, incentives, and other programs.
- Served as brand and product expert for consumer and business-facing events, building relationships with key retail contacts through effective networking to influence and drive field opportunities.

AT&T MOBILITY, BAY AREA, CA

2008 – 2011

RETAIL SALES MANAGER

Rapidly promoted from retail sales representative to retail sales manager in recognition of outstanding leadership and ability to motivate sales teams to exceed quotas and expectation.

Key Responsibilities & Accomplishments:

- Oversaw sales execution of AT&T products at more than 100 authorized retail outlets, ensuring high levels of sales representative training to meet quotas for wireless, wireline, data, and accessory products.
- Established West Region sales record for total submitted U-Verse TV sales by an in-store representative.

EDUCATION & TRAINING

Bachelor of Science, Business Administration Marketing – Sonoma State University	2010 – 2014
Adult Learning Theories & Impactful Engagements – UCSD, Rady's School of Management	2013 – 2014