

# Michael McKinney, M.Ed.

15+ Years Sales And Sales Enablement & Training Professional

**Address** Dallas, TX, 75225

**Phone** 773-354-7772

**E-mail** mpmckinney55@gmail.com

## Work History

---

### 2020-04 - Current **Sales Enablement & Training Consultant**

*Self-employed, Dallas, TX*

#### **Consultative, design, and development services:**

- Standing up new sales enablement function
- Sales enablement programming (not limited to): New hire onboarding, GTM enablement, Partner enablement & onboarding, Product & performance certification, Sales Coaching, and Sales methodology implementation

#### **Training and Development services:**

- Training program & curriculum design and development
- Print, ILT, vILT, instructional design and development (eLearning, video, how-to, explainer videos, presentation, facilitator guide, learner materials)
- Visual design solutions: content visual designer for print and website development

#### **Recent Projects** (Contract W2, 1099)

- **American Express:** Sales Training Consultant
- **CompTIA:** Sales Course Developer
- **Mack Trucks:** Sales Enablement Project Lead, Curriculum, and Instructional Developer (supervised 2 instructional designers)
- **Cox Automotive:** Lead Instructional Designer (coached 3 instructional designers)
- **Malwarebytes:** Sales Enablement & Training Consultant
- **Intuitive Surgical:** L&D Instructional Designer & Training Producer
- **Teradata:** Instructional Developer (2 projects)

### 2019-11 - 2020-04 **Director of Global Sales Enablement**

*CommScope, Dallas, TX*

General Duties: As a people manager, I provide strategic leadership and oversight on all things training and development (new hire onboarding/bootcamps, continuous learning, GTM enablement, etc.) for 700 enterprise professionals (inside sales, account executives, system engineers, customer service, etc). Visit [mpmckinney.com](http://mpmckinney.com).

- Hired, trained, and coached one (1) trainer/coach, one (1) training coordinator, one (1) eLearning/content creator, and project manage external vendors.
- Led oversight of line of business learning and development budget and delegation of projects (staff, resources, tools).
- Strategized, monitored, and project managed all global learning, development, and enablement projects and programming that span five vertical lines of business.

- Created and managed new Go-To-Market (GTM) product and release training and enablement.  
Worked collaboratively with business unit executives and managers (HR, product, marketing, operations, sales, services) to advise, identify, develop and facilitate leadership, soft skills, sales methodology and product knowledge development training.
- Created role-based and company educational standards, competency, certification and rubrics.
- Persuaded the update of content management & tools to align to methodology (Axiom, Solution Selling) and managed content update project
- Established and continued oversight of new business processes and managed content repository governance, auditing, version control, and curation plan.
- Chaired Sales Methodology search and selection committee.
- Tracked and analyzed training and enablement program effectiveness (formative, interim, summative assessment methods) to business and employee goals while recommending learning paths and performance plans.  
Advised and supported operations, systems, and workflow change management by assessing and developing training needs while tracking change impact.
- Conducted continuous skill, knowledge, and behavior gaps evaluation and analysis and recommended and developed learning/training plans and opportunities.
- Audited existing curriculum (curriculum mapping), learning course catalog and identify what courses may be redesigned, purged or net new courses.
- Managed all instructional design projects from end-to-end (scope definement, designing, planning, scheduling, developing, testing - alpha/beta, communication, to launch).
- Project managed all instructional design development and delivery following ADDIE or Rapid eLearning Development model and adult learning theories.
- Set tools and systems (CRMs, CMS, etc.) end-user workflow policies and rules of engagement while developing adoption and usability training job aids, QRGs, etc.
- Supported and often managed change management initiatives by preparing internal staff for change (e.g., policies, roles, operations practices, communication).
- Delivered and created live in-person and virtual training on various topics: new hire onboarding through nesting; products, systems, tools, quality assurance, soft skills, industry, market, etc.
- Provided oversight and managed large-scale training schedule and coordination from scheduling, logistics, attendee registration, comms., content, goal setting, and event production.

2018-04 - 2019-11

## Principal, Global Sales Enablement and Development

*Sabre , Southlake, TX*

General Duties: As a people manager, I provide global (ANZ, EMEA, APAC, LATAM and NAM) strategic leadership, oversight on all short and long-term projects and programs all things **direct and indirect (partner)**: field sales ops enablement, new hire sales onboarding/bootcamp through nesting, sales training, GTM enablement, and continuous development and enablement for 170 enterprise sales professionals (inside sales, account executives, system engineers). The goal is to drive revenue growth and customer satisfaction through enablement and training efforts. Evaluate the effectiveness of training and sales enablement projects and programming.

- Hired, trained, and coached one (1) eLearning/content creator and project manage external vendors.
- Created and managed end-to-end (scope, plan, develop, measure) annual/mid-In-service training and continuous training.

Collaborated and managed external vendor relationships through contract negotiation, project timeline, and staffing logistics.

- Created and facilitated project plan schedule and milestones.
- Conducted updates to SME, project team, and leadership on training and development projects.
- Created engaging and interactive eLearning, vILT, and ILT courses designed to retain knowledge and change behavior.
- Created and managed end-to-end learning projects from needs analysis, SME collaboration, script writing, storyboarding, media creation, LMS administration, testing - alpha/beta, et al.
- Created eLearning and digital content and media (video, audio) to support eLearning projects.
- Created formative, interim and summative assessments.
- Created and managed follow-up micro-learning strategies.
- Audited existing curriculum (curriculum mapping), learning course catalog and identified what courses may be redesigned, purged, or net new courses.
- Delivered live in-person and virtual training.
- Provided LMS administration and technical support for line of businesses.
- Supported and often managed change management initiatives by preparing internal staff for change (e.g., policies, roles, operations practices, communication).  
Managed all source materials and folders.
- Oversight and managed large-scale training schedule and coordination from scheduling, logistics, attendee registration, comms., content, goal setting, and event production.
- Wrote and redesigned training and facilitator guides to meet global audiences and provided train-the-trainer workshops.  
Produced in-person (ILT) and live virtual (vILT) training using various delivery meeting and training platforms.
- Performed similar tasks and functions in sales enablement and learning & development (instructional designer/trainer) with a previous role.

2017-02 - 2018-04

## **Manager, Global Sales & Partner Enablement**

*Symplicity Corporation , Arlington, VA*

General Duties: As head of global education & partner enablement (new hire and partner onboarding/bootcamps, continuous learning, GTM enablement, etc.), I managed **direct and partner sales** enablement and training practices, such as but not limited to: onboarding through nesting program design, development and delivery, ongoing learning and development plan, operations effectiveness and strategy through innovative enablement practices for direct, SDRs, resellers (ANZ, EMEA, APAC, LATAM, and NAM) and account management teams for all product lines (Enterprise & SaaS solutions). Also, I performed traditional enablement project and program management functions by leading teams across the business. (e.g., but not limited to content development, systems operations, coaching, soft skills, leadership training, managed course and learning management authoring platforms, et al.). Created eLearning and digital content and media (video, audio) to support eLearning projects. Produced in-person (ILT) and live virtual (vILT) trainings using various delivery meetings and training platforms.

Partner Specific Enablement:

- Established partner GEO onboarding process from content delivery, management, and progress monitoring (report, certification completion, compliance).
- Worked with GEO partner sales and operations leaders to ensure onboarding and ongoing adoption of company tools and systems are adopted while tracking issues and driving adoption

through continuous training.

- Represented the company at all regional partners' GTM enablement and launch enablement and training rollout meetings while monitoring partner GTM enablement engagement.
- Stayed abreast of partner GEO market and industry trends aligned to solutions and services.
- Provided liaison with operational departments (product dev., product marketing, ops, contracts, implementation, etc.) to define, develop, and deliver continuous and GTM enablement programming.
- Supported and often managed change management initiatives by preparing internal staff for change (e.g., policies, roles, operations practices, communication).

Wrote and redesigned training and facilitator partner guides to meet global audiences and provided train-the-partner workshops.

Performed similar tasks and functions in sales enablement and learning & development (instructional designer/trainer) with a previous role.

**2015-11 - 2017-02**

## **Global Sales Enablement Program Specialist**

*Hobsons, Arlington, VA*

General Duties: I developed and managed new hire onboarding/bootcamp through nesting, and continuous training and development strategy through innovative content development, both external and internal facing for all product lines (Enterprise SaaS solutions, LMS, CRM, instructional technology). Performed standard sales enablement and training and development functions. The goal was to drive revenue growth and customer satisfaction through enablement and training efforts while providing recommendations and oversight of short and long-term projects. Evaluated effectiveness of training and sales enablement projects and programming. Supported and often managed change management initiatives by preparing internal staff for change (e.g., policies, roles, operations practices, communication). Created eLearning and digital content and media (video, audio) to support eLearning projects. Produced in-person (ILT) and live virtual (vILT) trainings using various delivery meetings and training platforms.

Performed similar tasks and functions in sales enablement and learning & development (instructional designer/trainer) with a previous role.

**2014-04 - 2015-11**

## **Education Program Specialist**

*Wesley Housing Development Corporation (non-profit), Arlington, VA*

General Duties: Developed, supervised, scheduled, and delivered direct services in academic and enrichment programming to elementary grades (1st - 6th) and teens (7th - 12th). Created, scheduled, managed, and delivered after-school and summer camp activities and lesson plans. Ensured youth learnings and development through various means of assessment and measurement while documenting outcomes. Managed and delivered academic and enrichment programming in social and emotional learning through various grant-funded programs. Documented on daily and weekly basis program outcomes, impact, and student observations in writing, verbally, and program management software system. Exercised classroom and behavior management techniques and strategies. Supported and often managed change management initiatives by preparing internal staff for change (e.g., policies, roles, operations practices, communication).

**2012-06 - 2015-01**

## **Multi-media Consultant**

*Self-employed, New York, NY*

**Consultative, design, and development services:**

- Video production solutions: explainer/marketing, how-to, promotional, and presentation videos (developer, designer, producer, director)
- Visual design solutions: content visual designer for print and website development (designer, consultant).

**Skilled in** all aspects of video pre-and-post production: concept design/development, script writing and development, storyboarding, and video editing using Adobe suite of applications (e.g., Adobe Creative Cloud suite of products: After Effects, Premiere Pro, Photoshop; and Magix). eLearning instructional design development using Adobe Captivate and Articulate suite of course authoring tools. Hosting and managing eLearning courses using Adobe Prime LMS.

**Clients** (Contract W2, 1099): Johnson & Johnson, Dick's Sports, Takeda Pharmaceutical, Dubai Audio Sound & Design, LG Digital, Baughman & Associates, Lifestyle Learning, Vahalo, Washington Urban Debate League

2012-04 - 2013-06

## **Director, National Sales & Partnership**

*NBC Learn, NBC News, New York, NY*

General Duties: As a quota-bearing sales people-manager of the executive leadership team, I oversaw a team of three (3) salespeople to meet sales goals for the business and channel partnership growth. I provided sales leadership and coaching for the sales team's revenue goals, objectives, and implementation processes of NBC Learn instructional technologies used by K-12 educators and students. SaaS products (CM, LMS, instructional technology). Managed a sales team of three full-time employees and three part-time resellers, including, but not limited to: approved regional sales plan, conducted quarterly business reviews, hired and trained new hires, documented and reported pipeline and forecast reports).

2009-04 - 2012-04

## **Senior Manager, Product Management & Market Development**

*McGraw-Hill Education, New York, NY*

As a member of the executive leadership team, I oversaw the day-to-day processes and budget of the project and program development for print and digital educational learning systems while identifying potential (seeding) customers. General Duties: I oversaw the day-to-day processes and budget of market development projects for go-to-market first and revision titles for print and digital educational learning systems to meet P&L and revenue goals. SaaS products consist of CM, LMS, CRM, and instructional technologies.

- Participated in or facilitated textbook and eLearning curriculum review committees with learners, teachers, professors, editors, and product development SMEs.
- Identified and selected third-party vendors to meet the curriculum and instructional needs of the project goals.
- Created and managed product development schedule by setting expectations for which curriculum content must be developed in sequence.
- Stayed informed of trends in instructional methods and educational technology.
- Assisted the go-to-market team on market development strategies and execution.
- Provided feedback to teachers and professors based on individual observation and student performance data.
- Used data to monitor textbook and eLearning courses/program's performance in meeting externally learning standards.
- Ensured curriculum, instruction, and instructional design methodologies were followed to meet project goals.
- Wrote and revised author contract proposals.

- Reported project progress to senior leaders on schedule, budget, and conflicts.

2007-05 - 2009-04

## **Senior Manager, Strategic Partnerships and Accounts**

*CTB/McGraw-Hill Education K12, New York, NY*

General Duties: As a quota-bearing member of the leadership team, I oversaw a broad range of large-scale district and state-wide, high-stakes, standardized assessments, reporting, and evaluation programs (e.g., cognitive, non-cognitive; workforce placement, college, and career readiness). Prospected, qualified, and cultivated new and district expansion opportunities during RFPs, cold-call, adoption, implementation, and renewal. Managed and executed contract renewal, upgrade, and expansion life cycle plans.

1996-05 - 2007-05

## **Senior Consultant, Elementary/Secondary Services**

*ACT, Inc., Chicago, IL*

General Duties: As a sales contributor, I sold large-scale education products and services in K-12, post-secondary, and workforce development agencies (e.g., schools/districts, state educational agencies, ESCs, etc.). Managed end-to-end sales process (prospecting, sales presentations, closing, account management). Advised on educational programming and curriculum and instruction practices. Designed and delivered professional development training for educators and school/state officials. Gave sales presentations, followed up on educational workshop leads, and ensured customers' accounts were renewed. Writer and manager of regional ACT Education Newsletter.

## **Education**

---

2005-05 - 2008-01

## **Masters of Education: Curriculum And Instruction/Adult Learning**

*University of Phoenix - Tempe, AZ*

Master of Education, Major: Education/Curriculum and Instruction Design/Adult Learning

Hardworking and driven sales enablement & training management professional equipped to revitalize sales operations and align procedures to maximize profits and customer adoption. Successful at improving sales procedures to streamline and strengthen processes. A multifaceted leader with an analytical and diligent approach to building and leading strong teams.