



Roderick Jefferson
Senior Vice President, Enablement

Roderick Jefferson is a Senior Executive with 20+ years of sales enablement leadership experience. He is also an acknowledged practitioner and keynote speaker in the sales enablement space that understands how to create bridges between internal organizations to empower sales to exceed expectations.

Roderick is the author of the Amazon bestselling book, ***Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence***. He is currently an Executive-in-Residence with VentureScale and one of the founding members of the Sales Enablement Society. Roderick is also a member of several Advisory Boards, including Capella University, Autobound.ai, Sales for the Culture, and Sellation Inc.

He held a variety of executive leadership, sales, sales enablement, operations and customer experience roles at Netskope, Roderick Jefferson & Associates, Marketo, Oracle Marketing Cloud, Salesforce.com, 3PAR, Business Objects, NetApp, PayPal, Siebel Systems, & AT&T.

When not working on sales enablement projects and programs, he can be found perfecting the art of barbecuing or playing on his bocce court in his backyard with his family.