

EMPOWERING TEAMS TO ACCELERATE SUCCESS!



Roderick Jefferson
& Associates, LLC



Professional Bio

Roderick Jefferson Chief Executive Officer

Roderick Jefferson is the CEO of Roderick Jefferson & Associates. He is an acknowledged thought leader and keynote speaker in the sales enablement space. With 20+ years of leadership he has extensive experience in creating sales enablement organizations and sales execution programs that drives significant incremental revenue across some of the most innovative companies in the world.

Roderick is the author of the Amazon bestselling book, Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence. He is 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, KAM Alliance, Koridor, and Sellation Inc.

He has held a variety of executive leadership, sales, sales enablement, operations, and customer experience roles at Magnit, 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.

Speaker Bio



Roderick Jefferson Internationally Acclaimed Keynote Speaker

Roderick Jefferson is an internationally recognized, business-focused speaker. Having given keynote presentations nationally and 13 countries globally. He understands the power of sharing real-life strategies that work. His compelling keynote speeches can set the table at the start of a conference or end it with a bang!

Over the past two decades, Roderick has shared his dynamic and energetic voice globally in a variety of events including keynotes, guest lectures, and domain expertise panels, with companies including ATD Conference, B2BMX Conference, Cisco, Collibra, MindTickle, Revasum, Sales 3.0 Conference, Oracle, Sales Assembly Conference, Sale Enablement PRO, Salesforce (Dreamforce), SAP, Showpad, Uber, and Zoom.

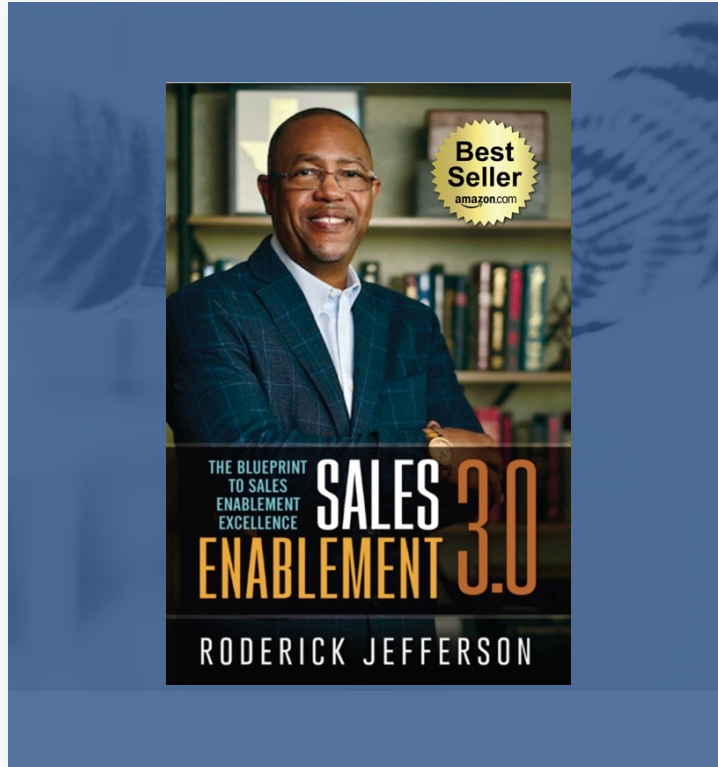
In addition to a highly successful speaking career, Roderick is an acknowledged thought leader in the sales enablement space and author of the Amazon bestselling book, ***Sales Enablement 3.0: The Blueprint to Success***. He is also the creator of the Udemy bestselling course, ***Applying The Art and Science of Sales Enablement***.

Roderick has built award-winning sales enablement organizations within some of the world's most successful Fortune 1,000 companies. He has won numerous awards including being named as a 2X Sales President Club recipient, 2X Sales and Marketing Influence by LinkedIn, 2015 Sales Onboarding Program of the Year by SiriusDecisions, as well as receiving Sales Enablement Lifetime Achievement Award from SellingPower.

Roderick tailors his message to fit your audience and what your organization is all about. When your event is over, the attendees will leave informed, engaged, and excited to make the changes required to win in their personal and professional lives.



Amazon #1 New Release & Bestseller



<https://roderickjefferson.com/book>

Sales Enablement 3.0 Is Both an Art and Science!

There are no magical silver bullets or single approach that will guarantee that you will be successful! There is, however, a formula just like any other successful process, program, or tool that requires a combination of practical application, trial and error, mixed with a lot of conversations with Sales leaders to understand their wants, needs, and expectations.

At its core Sales Enablement 3.0 is an innovative, approach focused on increasing sales productivity through a systematic, personalized, and collaborative approach designed to support buyers that will fuel the conversation economy!

This book will provide you with a blueprint that will help you to navigate the twists and turns that will ultimately lead you to designing, deploying, measuring and iterating a world class sales enablement organization.

amazon

BARNES
& NOBLE

amazon
kindle

BAM!
BOOKS-A-MILLION

Walmart+

kobo

Audio Book

amazon audible

Speaking Engagements (13) Countries & (18) States

Keynote Speaking

- **2023:** B2BMX Conference
- **2023:** CRO Summit (Sales 3.0)
- **2022:** atd Sell
- **2021:** Nextplay Hybrid Event (SF)
- **2021:** Sales Enablement Society (Africa)
- **Freelance Business Summit** (Belgium)
- **2021:** Sales Enablement PRO
- **2021:** RevTech Summit
- **2021:** B2B Sales & Marketing Exchange

Guest Speaking

- **2021:** Growth Summit Event (Zoom)
- **2021:** Sales Enablement QBR (MindTickle)
- **2021:** Sales Enablement Development Forum (CISCO)
- **2021:** Best of #B2BMX (Virtual Event)
- **2021:** Let's Talk About REAL Life
- **2021:** Sales Enablement Soiree
- **2021:** RevGenius Book Circle
- **2021:** Reboot Fridays
- **2021:** OITVOIP Partner First Webinar

Podcasts

- **2023:** RevEngine Podcast
- **2023:** The Sales Transformation Podcast
- **2023:** The Sales Consultant Podcast
- **2023:** Sales Expert Podcast
- **2022:** "Fine Is a Four Letter Word" Podcast
- **2022:** The Sales Enablement PRO Podcast
- **2022:** The Bookability Podcast
- **2022:** Sales IQ Podcast
- **2022:** The Sales Enablement Podcast
- **2021:** The Sales IQ Podcast
- **2021:** SamuraiSales Podcast
- **2021:** Pipeliner CRM Podcast
- **2021:** The Other Side of Sales Podcast
- **2021:** The 808 Podcast
- **2021:** The Marketing Book Podcast
- **2021:** Revenue Real Hotline Podcast
- **2021:** In Pursuit of Growth B2B Revenue Executive Experience Podcast
- **2021:** In Pursuit of Growth Podcast
- **2021:** Game Changers Podcast
- **2021:** TSE Podcast (Donald Kelly)
- **2021:** "Made It" #s4tc Podcast
- **2021:** Down the Rabbit Hole Podcast
- **2021:** SDR HOTLINE Podcast
- **2021:** SMACM Leadership Podcast
- **2021:** Market Dominance Guys Podcast
- **2021:** Sales Enablement PRO Podcast
- **2021:** Abstrakt.Ai Podcast
- **2021:** Stop the Sales Drop Podcast

Domain Expertise Panels

- **2022:** Sales 3.0 Leadership Panel
- **2021:** Buyer Centric Enablement (VendorNeutral)
- **2021:** First Generation Students Executive Panel

Blogs

- **2021:** 11 of the Best Sales Enablement Books Your Team Should Be Reading
- **2021:** Highly Recommended Books
- **2021:** Top 21 Books for Enablement Practitioners in 2021

Recommended Book Club

- **2021:** National Sales Network (Raleigh)
- **2021:** International Virtual Book Fair
- **2021:** SellingPower
- **2021:** RevGenius
- **2021:** Sales Enablement PRO

eBook

- **2021:** 30 REVTECH Strategies for 2021 (ChatFunnels)
- **2021:** Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence

Industry Awards

- 2021: Bestselling Book Sales Enablement 3.0 (Amazon)
- 2021: Sales Enablement Online Course (Udemy for Business)
- 2021: Sales Enablement Lifetime Achievement Award (SellingPower)
- 2021: Top 5 RevTech Stack Architects (ChatFunnels)
- 2021: Top 4% eLearning Course Award (Courseworks)
- 2020: Sales Influencers to Follow (Morning Brew Media)
- 2020: Top 20 Major Leagues Sales Coaches (Lessonly)
- 2020: Leading Sales Enablement Consultant (SellingPower)
- 2020: Top 100 Modern Sales Enablement Best Practices (Vengresso)
- 2019: Top 15 Sales & Marketing Influencers (LinkedIn)
- 2019: Top 50 Sales Champions (Sales Hacker)
- 2019: Top 15 Sales Enablement Social Influencers (Brainshark)
- 2019: Top 10 Sales Enablement Consultant Award (Sales Hacker)
- 2018: Leading Sales Enablement Consultant (SellingPower)
- 2016: OMC Sales Support Award (Oracle Marketing Cloud)
- 2015: Sales Onboarding Program of the Year (SiriusDecisions)
- 2012: Sales President's Club (Salesforce)
- 2011: Special Contributor's Award (Data.com)
- 2008: Top Contributor's Award (3PAR)
- 2007: NetApp University Sales Education Award (NetApp)
- 2004: eBusiness Impact Award (Siebel Systems Inc.)
- 1999: Top eCommerce Sales Professional (AT&T)



Strategic Advisory Boards

- 2020: VentureScale, Executive-in-Residence
- 2018: Autobound.ai
- 2017 Capella University
- 2016: Sellation Inc.
- 2012: Founding Member, Sales Enablement Society



2021 Sales Enablement Lifetime Achievement Award



2019 Brainshark Top 15 Sales Enablement Social Media Influencers



2019 Linked Top 10 Sales & Marketing Influencer



Enabled 70,000+ Direct & Indirect Sales Professionals



2019 Sales Hacker Top 10 Sales Enablement Consultant



Sales Enablement Society Founding Member



2015 SiriusDecision Sales Enablement Program of the Year



20+ Cumulative Years of Sales Leadership Success

Speaker Previews

- **Client Testimonials:** <https://bit.ly/2S49yeL>
- **Customer Centricity:** <https://bit.ly/3jaxfhA>
- **Keynote Presentations:** <http://bit.ly/2Vca5fi>
- **LinkedIn Week Highlight:** <https://youtu.be/bnp9HtuIEQ8>
- **My Personal Journey:** <https://youtu.be/fkk5FHB0sT4>
- **Sales Academy Closing Keynote:** <https://youtu.be/5Z8SoDA32Vo>
- **Sales Highlight:** <https://youtu.be/rQEUgPpf43Q>
- **Speaker Highlight:** <https://youtu.be/bLv0FSPR4yk>



Client Testimonials



Roderick Jefferson
& Associates, LLC



Empowering Teams to Discover, Visualize, and Accelerate Their Success



/company/roderick-jefferson-associates



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