Roderick Jefferson
Senior Enablement Executive

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 who understands how to create bridges between internal organizations to empower sales to exceed expectations.

Roderick is the author of the Amazon #1 new release and 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 has served on several Advisory Boards, including Amplify 10, Autobound, Capella University, DemandFarm, Koridor, Sales for the Culture, Selleration Inc., and Walli Hr.

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

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.