

EMPOWERING TEAMS TO ACCELERATE SUCCESS!





Speaker Bio

Roderick Jefferson
SPEAKER | AUTHOR | CONSULTANT

Roderick Jefferson is an internationally recognized keynote and motivational speaker. Having given keynote presentations nationally and in 13 countries globally, he understands the power of sharing real-life strategies that work.

Roderick has shared his dynamic and energetic voice globally in a variety of live and virtual events, including keynotes, guest lectures, webinars, podcasts, and domain expertise panels with companies such as the ATD International Conference & Expo, B2BMX Conference, Cisco, Black College Expo, Collibra, CRO Connect Roundtable, Flagstar Bank, LinkedIn, MindTickle, Oracle, Revasum, Sales 3.0 Conference, Sales Assembly Conference, Sales Enablement Collective, Sale Enablement PRO, Salesforce (Dreamforce), SAP, Showpad, SMASH Conference, The 100 Black Men of the Bay Area Career Expo, Uber, Veritas, and Zoom.

He is also an acknowledged thought leader in the sales enablement space and the author of the Amazon #1 New Release and Best-Selling book, *Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence*.

Roderick's deep experience in change management, leadership, and sales execution provides the appropriate credibility and business acumen to set the right tone for your conference. His compelling keynote speeches can set the table at the start of a conference or end it with a bang!



Ready to Hire Roderick as your Keynote Speaker?

Here are some tools that you can use to create the best experience for your attendees.



Event Professionals

Speaker Reels

- [Speaker Highlight Reel](#)
- [Speaker Shorts](#)

Speaker Assets

- [Speaker One Sheet](#)
- [Speaker Bio](#)
- [Speaker Intro](#)
- [Headshots](#)
- [AV Rider](#)



Inspirational Topic

Stroke of Success (How My Rise to Success Almost Killed Me)

Takeaways: In this program, you'll learn...

- Unlock personal potential by embracing persistence.
- Turn setbacks into growth.
- Build resilience to overcome challenges.
- Achieve goals with unwavering determination.

Ideal Audiences: Corporate teams, leadership conferences, and associations.

Value: Based upon the survival of a fatal stroke. Roderick shares how persistence unlocks potential, enabling us to push through setbacks, learn from failures, and achieve our goals. With unwavering determination, challenges become stepping stones to success and the fulfillment of our aspirations.



Sales & Marketing Topic

Leveraging AI to Drive Productivity & Increased Revenue

- **Takeaways:** In this program, you'll learn...
- Scale leadership with empathy and data-driven insights.
- Use AI to inform decisions without replacing human context.
- Combine AI with human creativity for innovation.
- Enhance engagement with authentic, human-centered interactions.

Ideal Audiences: Business leaders, sales and marketing teams.

Value: Leading with empathy, humanity, and data has never been more crucial than it is today. In this talk, I'll share the importance of leveraging Artificial Intelligence (AI) and available data without relying on it as a crutch. AI may provide content, but it cannot provide context. Let's explore how we can strike a balance!



Sales & Marketing Topic

Converting Prospects Into Customers

Takeaways: In this program, you'll learn...

- Accelerate revenue growth by streamlining the buyer's journey.
- Deploy consistent execution across GTM revenue teams.
- Measure sales effectiveness with clear metrics.
- Drive stronger alignment between sales and marketing.

Ideal Audience: Sales teams, corporate conferences, and associations.

Value: This conversation will help you break down the complexity of the buying & selling process through scalable, repeatable, and measurable practices that lead to accel. Creating a systematic approach to the buyer's journey can help drive consistent execution across GTM revenue teams..



Sales & Marketing Topic

Culture Is What Happens When No One Is Watching

Takeaways: In this program, you'll learn...

- Improve business performance through cultural alignment and adaptability.
- Enhance innovation by fostering a collaborative, inclusive environment.
- Build stronger partnerships driven by cultural synergy.
- Expand global competitiveness by embracing diversity and global trends.
- Drive effective change management to support continuous growth.

Ideal Audiences: Leadership teams, corporate conferences, and associations.

Value: With rapidly shifting demographics, continued globalization, and increased reliance on partnering, organizations must embrace cultural alignment and change management not only as a means to enhance business performance but also as an enabler of innovation and collaboration.



Speaking Topics (Virtual Solutions)

Virtual Keynotes and Presentations

Now, more than ever, your people need a new rhythm as they navigate their careers in a rapidly changing workplace.

What do you do when a vital message and experience is needed, but “getting together” physically isn’t possible?

Roderick’s virtual keynotes are well-produced, elevated events surpassing familiar virtual meetings. Your people will be engaged and feel personally connected to the learning experience.

Roderick tailors every presentation to link your organization’s goals successfully with the tools, direction, and drive to achieve more.



Speaking Engagements (14) Countries & (18) States

Keynote Speaking

- **2025:** AI Sales Summit (Virtual Event)
- **2025:** B2B Marketing Exchange
- **2024:** Enableverse (Virtual Event)
- **2024:** AI Sales Summit (Virtual Event)
- **2023:** CRO Connected Roundtable
- **2023:** Sales Enablement Summit
- **2023:** Sales 3.0 Conference (Virtual)
- **2023:** B2B Sales & Marketing Exchange
- **2023:** CRO Summit (Sales 3.0)
- **2022:** Sales 3.0 Conference (Virtual)
- **2022:** atd Sell
- **2021:** Nextplay Hybrid Event (SF)
- **2021:** Sales Enablement Society (Africa)
- **2021:** lance 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

Podcasts

- **2023:** Making Sales Social Podcast
- **2023:** The Surf & Sand Podcast
- **2023:** The Sales Hunter Podcast
- **2023:** The Winning Zone Podcast
- **2023:** Emerge On Purpose Podcast
- **2023:** Enablement Evolved Podcast
- **2023:** From Fear to Fire Podcast
- **2023:** RevEngine Podcast
- **2023:** The Sales Transformation Podcast
- **2023:** The Sales Consultant Podcast
- **2023:** Sales Expert Podcast
- **2023:** The Rising Leader Podcast
- **2022:** The Learning Culture Podcast
- **2022:** The Sales Enablement PRO Podcast
- **2022:** The Bookability Podcast
- **2022:** Sales IQ Podcast
- **2022:** The Sales Enablement Podcast
- **2021:** 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

Domain Expertise Panels

- **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

Books

- **2022:** Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence
- **2025:** Sales Enablement 3.0 Companion Workbook

eBooks

- **2024:** Onboarding & Everboarding
- **2024:** Harnessing Collective Intelligence
- **2024:** Supercharge Your Sales Teams with AI



Partial Client List (Corporate)



Client Testimonials

Client Testimonial

"Roderick's presentation is insightful and engaging. His passion is contagious, and I deeply appreciate his approach to enablement focusing on the holistic journey rather than process!"



- Amy Kobata (Account Executive)



Client Testimonial

"Roderick's was the top-ranked conference speaker according to our attendees!"



- Elina Jutejlyte (International Event Manager)



Client Testimonial

"Roderick is a terrific keynote speaker. He gets standing ovations for two reasons, first, he delivers great content, second, he speaks from the heart. He's spoken at our Sales 3.0 conferences many times and he always gets top ratings drive results for your organization!"



- Gerhard Gschwandtner (Founder & CEO)



Client Testimonial

"Roderick is an effective and inspirational professional speaker. inspired and encouraged over 400 students with his personal anecdotes, advice, and experience!"



- Jennifer Halford (Program Director)



Client Testimonial

"Roderick's is a dynamic, engaging keynote speaker and a genuine joy to work with. He perfectly tied together the major themes of the event and left everyone inspired!"



- Lori Bush (Conference Manager)



Client Testimonial

"Roderick's presentation provides practical tips on how to effectively adapt your sales and marketing strategy, prepare your teams, and drive results for your organization!"



- Regina D' Alesio (Event Producer)



Client Testimonials

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Client Testimonial

“Roderick is a terrific keynote speaker. He gets standing ovations for two reasons: first, he delivers great content, second, he speaks from the heart. I highly recommend him for sales kickoff meetings. He's spoken at our Sales 3.0 conferences many times and always gets top ratings!”

★★★★★

- Gerhard Gschwandtner (CEO & Founder)

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Client Testimonial

“Roderick Jefferson & Associates delivered a brand new GTM transformation program and department in 180 days, fundamentally changing how we went to Market!”

★★★★★

- Scott McNabb (VP, Enterprise Sales)

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Client Testimonial

“Roderick's impact on my organization was immediate. Moving the needle in metrics that mattered to me!”

★★★★★

- Terrance Riley (Sales Leader)

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Client Testimonial

“Roderick is a master of professional speaking. He is extremely motivational, and his training and enablement content is some of the best. He is able to connect at a professional and personal level with his audience!”

★★★★★

- Eric Tinker (VP, Global Renewals)

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Client Testimonial

“I have attended countless courses over the years, but nothing prepared me as well for selling a value proposition than the course designed by Roderick!”

★★★★★

- Vaughn Woods (Regional Sales VP)

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Client Testimonial

“We were truly blessed to have Roderick as our keynote speaker. His speech and presentation were moving uplifting, & inspirational!”

★★★★★

- Kiwoba Allaire (CEO & Founder)

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EMPOWERING STUDENTS TO VISUALIZE & ACCELERATE SUCCESS!



Roderick Jefferson
GUEST LECTURER | BESTSELLING AUTHOR | COACH

"EMPOWERING STUDENTS TO VISUALIZE & ACCELERATE SUCCESS"



Speaker Bio

Roderick Jefferson is an internationally recognized, guest lecturer, and author of the Amazon #1 New Release & Bestselling book, Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence!

Having given keynote presentations nationally and in (13) countries globally, he understands the power of sharing real-life strategies that work. Built as a best practice share for colleges and universities, Roderick focuses on the key components required to be successful in a corporate or entrepreneurial environment by sharing "real life" success stories and failures. He has shared his dynamic and energetic voice with students at California State University, Chico, Laney College, Los Medanos College, San Francisco State University, San Jose State University, Stanford Graduate School of Business, The Black College Expo, and The First-Generation Career Leadership Experience.

He has also spoken globally at conferences such as ATD Conference, B2BMX Conference, Cisco, Collibra, LinkedIn, MindTickle, Revasum, Oracle, Sales Assembly Conference, Sales 3.0 Conference, Sales Enablement PRO Conference, Salesforce (Dreamforce), SAP, Seismic, Showpad, SiriusDecisions, Uber, Zoom, and others.

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.



Speaking Topics (Colleges & Universities)

Driving Success By Owning & Managing Your Digital Footprint

Takeaways: In this lecture, you'll learn...

- Every online action contributes to how you're perceived professionally; curate your digital presence intentionally to align with your career goals.
- Regularly monitor and update your profiles to ensure consistency, accuracy, and alignment with your evolving aspirations.
- By strategically sharing insights and achievements, you can expand your network, attract collaborations, and position yourself as a thought leader.

Ideal Audiences: Undergraduate students

Value: In today's digital age, your online presence can significantly influence your personal and professional success. This engaging session will explore social media's dual-edged sword, highlighting its positive and negative impacts. We'll discuss what companies look for when recruiting and how your digital footprint plays a crucial role. Students will learn strategies to leverage and maximize multiple social media platforms to enhance their personal brand and professional opportunities.



Speaking Topics (Colleges & Universities)

Integrating into the Workforce Across All Disciplines

Takeaways: In this lecture, you'll learn...

- Why soft skills are the universal currency in every discipline.
- How Industry awareness enhances cross-disciplinary success
- Why Continuous learning is key to long-term integration

Ideal Audiences: Undergraduate students

Value: This is an insightful session on successfully transitioning from academia to the professional world. We'll explore essential networking tools and techniques that can open doors across various industries. Discover the difference between mentors and sponsors, and how each can play a pivotal role in your career development. Additionally, learn effective strategies for connecting with hiring managers to make a lasting impression. This session will equip students with the knowledge and skills to navigate the workforce confidently, regardless of their discipline.



Speaking Topics (Colleges & Universities)

Identifying and Selling Your Strengths

Takeaways: In this lecture, you'll learn...

- How to understand your unique skills, experiences, and strengths to articulate your value effectively in any professional setting.
- How to tailor your strengths to your audience.
- How to leverage confidence and storytelling to drive impact.

Ideal Audiences: Undergraduate students

Value: In today's digital age, your online presence can significantly influence your personal and professional success. This engaging session will explore social media's dual-edged sword, highlighting its positive and negative impacts. We'll discuss what companies look for when recruiting and how your digital footprint plays a crucial role. Students will learn strategies to leverage and maximize multiple social media platforms to enhance their personal brand and professional opportunities. Finally, we'll compare social media usage with effective branding techniques, ensuring you leave with actionable insights to manage your online identity effectively.



Speaking Topics (Colleges & Universities)

Building The Blueprint to Success

Takeaways: In this lecture, you'll learn...

- How to define your long-term goals and break them into actionable steps.
- Why resilience and adaptability are key to progress
- How to leverage consistency and accountability to build momentum.

Ideal Audiences: Undergraduate students

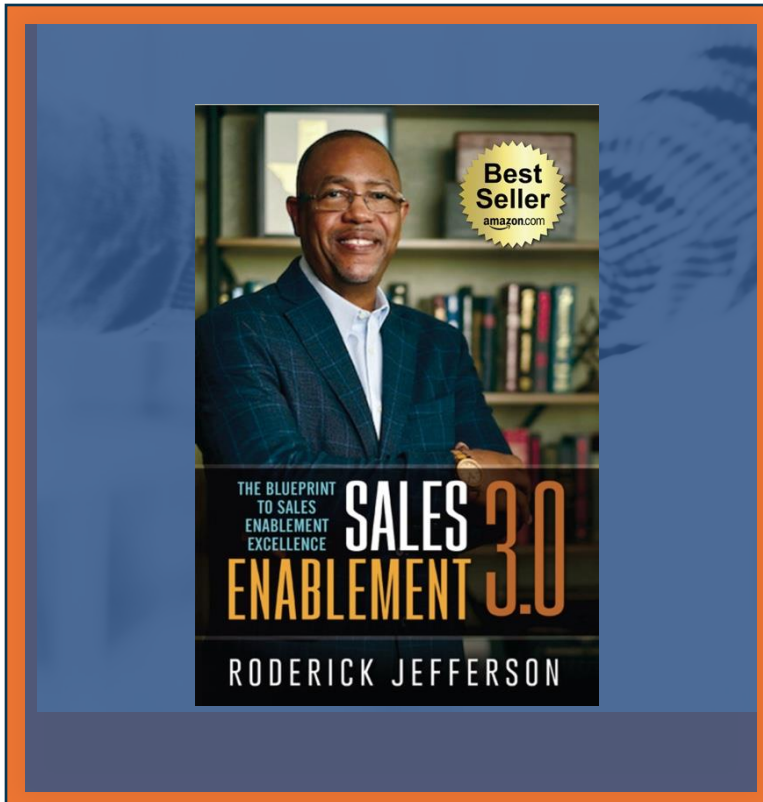
Value: This is an insightful session on successfully transitioning from academia to the professional world. We'll explore essential networking tools and techniques that can open doors across various industries. Discover the difference between mentors and sponsors, and how each can play a pivotal role in your career development. Additionally, learn effective strategies for connecting with hiring managers to make a lasting impression. This session will equip students with the knowledge and skills to navigate the workforce confidently, regardless of their discipline.



Partial Client List (Colleges & Universities)



Amazon #1 New Release & Bestseller



Sales Enablement 3.0 Is Both an Art and a 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.



Let's Stay Connected



**Empowering Teams to Discover,
Visualize, and Accelerate
Their Success**



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<https://www.youtube.com/@roderickjeffersonassociates>

LEARN ANYWHERE. ACHIEVE EVERYWHERE

