



Roderick Jefferson
Senior Enablement Executive

Roderick Jefferson is a senior executive with over 25 years of experience in sales enablement leadership. He is also an acknowledged practitioner and global keynote speaker. He understands how to create bridges between internal organizations to empower sales to exceed expectations.

Roderick frequently presents at industry events and is the author of the Amazon #1 new release and bestselling book, ***Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence***. He is a founding member of the Sales Enablement Society. Roderick has served on several Advisory Boards, including Amplify 10, Autobound, Capella University, C-Suite Thought Council, DemandFarm, Koridor, Sales for the Culture, Sellation Inc., and Walli Hr.

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

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