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SUMMARY

A highly accomplished and enterprising **ENABLEMENT LEADER** with extensive experience in learning and development, go-to-market enablement, operations management, consulting, process implementation, and strategic planning. Proven track record in strategic leadership across global teams, Services and Partners in the SaaS sector, enhancing learning outcomes and employee engagement. Adept in leveraging AI and learning methodologies for innovative learning solutions. Leverages exemplary leadership, organizational, and communication skills to craft and execute scalable training and enablement programs that maximize employee development.

**Global Field Enablement and Training • Talent Development • Career Coaching • Certification Program Development
Workshop Development and Execution • People Operations & Process Improvement**

EXPERIENCE

ICIMS New York, New York
Director of GTM Enablement 2020-2024

- Built the Enablement function from the ground floor with foundational programs, processes, learning paths, and training.
- Led the creation of full lifecycle learner journeys for Professional Services, Customer Success, Partners and Technical Support using tailored adult learning methodologies for rapid growth.
- Designed and built comprehensive people operations programs that aligned cross-functional teams for a leading talent cloud platform trusted by global corporations.
- Developed comprehensive and innovative product release training courses meticulously aligned with iCIMS Talent Cloud vision, empowering go-to-market teams with essential resources.
- Introduced onboarding metrics to enhance hiring manager accountability and reduce ramp time.
- Created the Services Enablement Hub from scratch using Microsoft SharePoint as a centralized and dynamic repository for comprehensive learning resources and best practices.
- Facilitated continuous process improvement initiatives collaboratively alongside leadership to enhance onboarding programs that support new hire success metrics effectively.
- Partnered with senior leadership to strategically refine effective business processes while significantly enhancing capabilities across multiple products and diverse geographies.
- Orchestrated complex global cross-functional projects, including Workday implementation and M&A go-to-market strategy, to drive heightened organizational success and efficiency.
- Designed an evolving seasonal product release enablement strategy that seamlessly integrated best practices into comprehensive training modules for product managers.
- Collaborated with sales teams to align key touchpoints for a cohesive operation.
- Established functional objectives, fostering a merit-based culture of accountability.
- Mapped required skills for roles into weekly plans to ensure employee billability.
- **Prevented \$2M in revenue losses** by optimizing renewal strategies and enhancing QBRs.
- **Improved employee engagement and learning completion rates by 47%** through the strategic development and execution of targeted change management plans.
- Managed a talented team that successfully **trained over 2,000 employees** on new and improved business processes, resulting in significant efficiency gains across operations.
- **Reduced onboarding time from 12 weeks to 3** by creating scalable integration programs.

Adobe
Senior Global Enablement Manager, Services & Partners

New York, New York
2014-2020

- Managed the planning and design of Marketo mastery certification programs, workshops, boot camps, and best practices for global Professional Services teams and partners.
- Designed comprehensive onboarding programs for new consultants, partners, project managers, and sales teams that significantly drove methodology adoption and enhanced customer success.
- Crafted metrics to assess program impact, effectiveness, and skills enhancement.
- Translated business needs into training products and lean processes for global teams.
- Led workshops that empowered team success through targeted skill-building.
- Performed needs assessments with leadership to identify critical skills gaps.
- Enhanced training programs by updating content and methodologies to meet industry standards.
- Built enablement paths with global leadership to ensure alignment with organizational goals.
- Developed training courses to support ongoing growth and development for global teams.
- **Generated \$200,000 in annual recurring revenue** by strategically introducing a new Partner Workshop SKU to the Sales team, effectively delivering paid workshops to partners.
- **Achieved a notable 15% reduction in employee attrition** by collaborating closely with leadership to define clear career paths and enhance innovative retention strategies.

ADDITIONAL EXPERIENCE

MARCOMM PRO, **Marketing and Business Development Consultant / Entrepreneur**, 1999-2015. As a strategic marketing consultant, I led transformative initiatives for SMB clients across various verticals, delivering comprehensive campaign management that drove an average 32% revenue growth while reducing customer acquisition costs by 25%. By implementing robust sales enablement programs and data-driven marketing frameworks, I helped clients achieve a 40% increase in qualified pipeline generation and 50% improvement in operational efficiency through strategic CRM, website development, and marketing automation deployment. My expertise in market analysis and competitive intelligence enabled clients to expand their market presence, capturing an average 15% additional market share while establishing sustainable growth through customized marketing playbooks and best practice guidelines across digital marketing, content strategy, and social media engagement.

SOTHEBY'S INTERNATIONAL REALTY, **Digital Marketing Consultant**, 2011. Managed digital marketing campaigns, mobile application development, website enhancements and online marketing metrics tracking and website traffic analysis for top luxury real estate brand while transferring knowledge and training of key staff. Implemented digital marketing strategies: social media, mobile device applications, QR bar codes, and emerging technologies. Served on social media task force to develop actionable strategies that were viable for brand. Developed blogging strategy, editorial calendar and webinar series for training. Reviewed website design and page copy to improve search engine optimization (SEO) and inbound traffic.

AVIATION WEEK, **Marketing Manager**, 2009-2011. Provided marketing support and platform training to cross-functional teams for world's largest publisher of aerospace and defense industry news and publications. Developed and implemented traditional and digital marketing campaigns to attract aerospace and defense executives to conferences, events, tradeshows and webinars produced by trusted leader in aviation news and information. Specialized in social media marketing, Internet advertising, SEO, email marketing and interactive media. Utilized world-class Eloqua marketing automation platform to develop inbound and outbound marketing programs, including email marketing, and offline printing campaigns.

SRJ MARKETING COMMUNICATIONS, **Senior Account Director**, 2007-2008. Provided senior level strategy development, trained and coached junior associates and interns, online marketing campaign development, project management, marketing, advertising and public relations for full-service marketing communications agency. Developed integrated marketing solutions for top firms, including City of Dallas. Produced and implemented strategies utilizing online media, digital technologies, direct mail, newspaper, magazine, email marketing, outdoor advertising, radio, and TV spots. Analyzed website traffic data and provided monthly reports to clients, including A/B testing for client landing pages using Google Analytics. Developed marketing, communications, and public relations plans.

THE LEUKEMIA & LYMPHOMA SOCIETY, **Marketing Communications Manager**, 2003-2007. Developed and maintained comprehensive marketing communications function for world's largest voluntary health organization dedicated to blood cancer research, patient aid and education. Specialized in email marketing, web design, collateral design, direct mail campaigns, special events, business development, volunteer training, fundraising and public relations. Developed marketing strategies, ad campaigns and public relations strategies that attracted corporate sponsors, participants, patients, volunteers and donors to organization.

FALLON COMMUNICATIONS, **Team Trainer**, 2000-2003. Designed customer service training programs for telephone operators at one of largest call centers in Texas. Trained customer success team to design and configure accounts on EVE call center platform. Monitored call quality and performed detailed assessments of staff to improve customer service. Produced needs assessments and quality assurance reports and delivered results to leadership team along with recommendations and opportunities for improvement.

CERTIFICATIONS

Certified Professional Trainer - The Bob Pike Group, 2019

Marketo Certified Solutions Architect, Adobe Certified Master - Adobe, 2017

TECHNICAL SKILLS

Microsoft Office Suite • Articulate 360 • Storyline • Rise • Workday LMS • Canvas • Cornerstone • ChatGPT • Claude
Generative AI • Prompt Engineering • Adobe Captivate Prime • Marketo Engage • Salesforce • Adobe Illustrator
Adobe Photoshop • HTML • CSS • WordPress • Elementor • SharePoint Subject Matter Expert