

# JASON VINCIK

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## TOP-PERFORMING GTM ENABLEMENT LEADER

Director of Enablement • Director of Learning & Development • Head of Talent Development  
Strategic Planning • Customer Journey Mapping • Go-to-Market Strategy • Workshop Development  
Built Enablement Function • Enhanced Onboarding • Led Learner Journeys • Improved Processes  
Certified Professional Trainer • Marketo Certified Solutions Architect • Adobe Certified Master

### WORK EXPERIENCE

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**Smart & SaaSy; New York, NY**

**2024 - Present**

**Executive Consultant, GTM Enablement**

- Design and deploy go-to-market strategies, playbooks, processes and best practices that align Sales, Marketing, Customer Success, Professional Services, Partners, and Technical Support.
- Implement repeatable customer engagement methodologies that increase retention and help identify opportunities.
- Design scalable processes that standardize best practices across go-to-market functions.
- Facilitate cross-functional alignment between sales, marketing, product, and service teams.
- Establish content collaboration platforms that drive consistency in delivery across all customer touchpoints.
- Craft customized learner journeys that accelerate onboarding and skill development.
- Design practical skill-building workshops tailored to specific SaaS market challenges.

**ICIMS; New York, NY**

**2020 - 2024**

**Director of Enablement**

- Led the creation of learner journeys for Professional Services, Customer Success, Partners, and Technical Support using tailored adult learning methods for rapid growth.
- Designed an evolving seasonal product release enablement strategy that seamlessly integrated best practices into comprehensive training modules for product managers.
- Built the Training and Enablement function from the ground floor with foundational programs, processes, learning paths, and courses that enhanced team capabilities.
- Partnered with senior leadership to strategically refine effective business processes while enhancing capabilities across multiple products globally.
- Developed innovative product release training courses meticulously aligned with iCIMS Talent Cloud vision empowering go-to-market teams with essential resources.
- Orchestrated complex global cross-functional projects, including Workday implementation and M&A go-to-market strategy, to drive and enhance heightened organizational success.
- Created the Services Enablement Hub from scratch using Microsoft SharePoint as a centralized repository for a comprehensive array of learning resources and best practices.
- Facilitated continuous process improvement initiatives with leadership to enhance onboarding programs, significantly boosting new hire success metrics and organizational efficiency.
- Established functional objectives to foster a merit-based culture of accountability.
- Prevented \$2M in revenue losses by optimizing renewals and enhancing quarterly reviews.

- Boosted engagement and learning completion rates by 47% via targeted change management.
- Trained 2,000+ employees on new processes, achieving significant efficiency gains.
- Reduced onboarding time from 12 weeks to 3, accelerating revenue for billable employees.

**Adobe; New York, NY**

**2014 - 2020**

**Senior Global Enablement Manager, Services & Partners**

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

***Prior Experience: Marcomm Pro, Marketing Consultant; Aviation Week, Marketing Manager; SRJ Marketing Communications, Senior Account Director***

**TECHNOLOGIES, CERTIFICATIONS, AWARDS, SKILLS**

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**Technologies:** 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 • Anthropic API • Canva • N8N • Gong • Gainsight • Slack • Trello • Jira • Microsoft Teams • Zoom • Google Workspace • SAP SuccessFactors • LinkedIn Learning • Tableau

**Certifications:** Certified Professional Trainer, The Bob Pike Group (2019) • Marketo Certified Solutions Architect • Adobe Certified Master, Adobe (2017)

**Awards:** Pike's Peak Award for Learning Performance, The Bob Pike Group

**Skills:** Go-to-Market Strategy • GTM Enablement • Change Management • High-Impact Training Programs • Employee Onboarding • Customized Learning Journeys • Seasonal Product Enablement • Training Function Establishment • Global Business Process • Training Course Development • Cross-Functional Leadership • Centralized Learning Management • Merit-Based Accountability • Partner Revenue Generation • Employee Retention Strategy • Global Training Standardization • Workshop Design • Training Impact Analysis • Skills Gap Assessment Design