



About Me

Motivated by improving the lives of those around me (while making them more successful in the process), I find fulfillment in optimizing processes, simplifying the complex, creating and delivering written, visual, and face-to-face communication and learning, and collaborating cross-functionally. Engaging with diverse groups of individuals to implement novel solutions to hard problems is where I shine. I am an empathetic problem-solver with a data-driven, engineering practicality. I am looking for opportunities that allow me to work with cross-functional teams, think outside of the box, and step outside of my comfort zone, and have a positive impact on the world around me.

Work Experience

Global Sales Effectiveness Manager, National Instruments, Remote

July 2022 – Present

- Manage a team to provide coaching, change management, and other performance support to direct and non-direct sales.
- Manage program that onboards an average of 10% of global sales force annually (internal and external hires)
- Improved Sales Onboarding by reducing wasted time, increasing manager and coach involvement, and creating improved sales process training in collaboration with Sales Performance and Process teams.
- Instituted a globally-representative Sales Advisory Board to increase Sales' input earlier in process and tool changes.
- Created data-driven coaching and development programs to upskill sales managers and support change management
- Maintain Sales Methodology and training including addition of Executive Engagement training and coaching program in 2023.

Sr. Sales Effectiveness Learning Consultant, National Instruments, Remote

Jan 2020 – July 2022

- Converted Sales Onboarding program to be 100% virtual in months following COVID's disruption of status quo
- Consult with cross-functional stakeholders to create learning solutions that satisfy their objectives, accommodate their audiences' learning needs, and are aligned with global sales objectives
- Increase engagement by producing high-quality on-demand video assets for learning and program promotion
- Increase new process adoption by hosting live, bi-weekly interactive sessions in 3 regions with 60-80 average participants with breakout exercises and interviews
- Drive strategy adoption by designing and executing Sales Kickoff workshop (5 countries in 2020)
- Guide effectiveness strategy by collecting seller proficiency data on skills related to global sales objectives

Americas Lead, Sales & Partner Enablement, National Instruments, Austin

July 2018 – Jan 2020

- Reduced classroom time by 10% by identifying and eliminating inefficient learning while increasing diversity of topics
- Developed and delivered training and resources to a global audience of varied experience levels by collaborating with over 15 functional teams on over 60 sessions including product marketing, sales, R&D, and support
- Reduced distributor ramp time by creating, curating, and delivering product training to the indirect channel
- Reinforced opportunity management and collaborative motions by designing and delivering novel training
- Supported adoption of new operating model and core strategic vision by redesigning sales onboarding curriculum
- Identified relevant sellers for pinpointed training to reduce communications noise and maximize focus for both SMEs and students

Inside Sales Account Manager, National Instruments, Austin

Sept 2014 – July 2018

- Directly closed \$530k to reach 124% quota attainment in 2017. Exceeded quota 5 of 6 consecutive quarters
- Reduced fellow sellers' time-to-effectiveness by creating and facilitating "Collaboration with Resources" training
- Proposed, organized, and executed 4x internal mixers increasing collaboration and interest in sales career path
- Facilitated adoption of products with custom education strategies to ensure customers' post-sale success
- Instructed global new hired & internally promoted sellers on pipeline and opportunity management best practices

Additional Skills & Experience

Sales

- Lead/opportunity qualification
- Front-line selling (opportunity, pipeline, territory management)
- Salesforce.com proficient
- Certified Completed: Jack B. Keenan Selling Beyond the Product, R3
- Member, Austin Sales Enablement Society

Leadership

- Toastmasters Member, Club VP Public Relations
- NI Corporate Change Leader
- Sales peer coach and intern mentor
- Virginia Tech FSAE Electrical Team Leader

Volunteering

- Desert Verde Farm
- Women's International Study Center & Acequia Madre House
- United for Affordable Housing

Education

B.S., cum laude, Electrical Engineering
Virginia Tech, May 2013
Senior Design: Formula SAE



Fellowship

Livable Santa Fe Fellow, Homewise Inc.

Hobbies





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Work Experience

Global Sales Effectiveness Manager, National Instruments, Remote July 2022 – Present

- Manage a team of Regional Effectiveness Leads to provide coaching, change management, and other performance support to direct and non-direct sales.
- Improved Sales Onboarding by reducing wasted time, increasing manager and coach involvement, and creating improved sales process training in collaboration with Sales Performance and Process teams.
- Instituted a globally-representative Sales Advisory Board to increase Sales' input earlier in process and tool changes.
- Manage program that onboards an average of 10% of global sales force annually (internal and external hires)
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Sales & Partner Enablement, National Instruments, Austin July 2018 – Jan 2020

Americas Lead

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Inside Account Manager, National Instruments, Austin July 2016 – July 2018

Colorado & Arizona

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 Virginia Tech, May 2013
 Senior Design: Formula SAE



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- Toastmasters Member, Club VP Public Relations
- NI Corporate Change Leader
- Sales peer coach and intern mentor
- Virginia Tech FSAE Electrical Team Leader

Hobbies





Austin, Texas

Brandon Vella

ATTN: Iron Ox Team
Subject: **Sales Operations Manager Position**

Greetings Iron Ox team,

I'm a Sales Enablement Learning Consultant & Program Manager in Revenue Operations with a Sales and Engineering background and am jazzed at the idea of joining the Iron Ox team.

It's clear to me that Iron Ox is looking at the big picture – and with another successful round of fundraising in the books (congrats!) it's apparently clear to your investors as well. Recently relocating to Santa Fe, New Mexico, I've seen just how urgent the optimization around water utilization has become. With climate change plunging most of the southwest into a decade-long drought and making dramatic forest fires an all-too-common occurrence, it's clear that a radical change to the ways we use water in all respects (particularly in the production of food) is not just a necessity, but a matter of survival. This, coupled with the increasing difficulty in providing quality food options to people of all means, makes it clear to me that Iron Ox is blazing a trail into the only future in which we continue to thrive as a species - an undertaking I believe I can help drive forward.

Currently I am an experienced Enablement professional throughout every corner of what enablement can mean at an organization. While in the Marketing function I worked with product and solutions to create, package, deploy, and maintain sales enablement assets. In Operations I've collaborated with process and operational program managers to design, document, and reinforce sales processes and keep the global sales force abreast of change throughout our ever-evolving strategy. Across my time in Enablement I've run the global sales onboarding program – from optimizing our in-person program, to the quick migration to all-digital in 2020, and today with the continued improvement and execution of the program. This role in its various forms has privileged me with continuous learning opportunities, experience in the management of many stakeholders, and constant collaboration with the best and brightest in the company.

Before moving into the enablement field, I cut my teeth in Inside B2B Sales. Always adapting to a growing organization and charter, I spent this time getting an experiential business education selling to a broad base of customers across aerospace and defense, transportation, semiconductor, and more. My sales role gave me the opportunity to build relationships with customers at many levels. I was faced with the challenges of generating demand, maintaining (and mending) partner and customer relationships, and managing teams of support, services, marketing, and business development. This fast-paced, out-of-my-comfort-zone environment fed my growth mindset and helped build and grow the foundation of my understanding of the business world.

Finally, but most foundationally, I have a technical underpinning to all my professional experience. It's true what they say: that the biggest take-away from an engineering education is the ability to solve problems. I got to leverage this in my first role as a customer-focused support engineer. In this role, and each one since, I've striven to bring my data-driven and practical problem-solving mindset to the table. It's allowed me to connect and build credibility with customers, internal and external, while helping to make their lives easier.

In 2020 a mentor told me that, after years of searching, he decided that the best way to have a positive impact on the world is by providing sustainable, healthy food to those who need it most. Today, I have adopted this mantra and am dedicated to finding the right opportunity to dedicate my skills and experience to; an endeavor that has the potential to have an outsized impact on the world through radically innovative food production. For this reason, and the experience I have to offer, I would very much like the opportunity to interview for a spot on the Iron Ox team and leverage my strengths and passion to make a difference as Sales Operations Manager.

Regards,
Brandon Vella

INTERNAL - NI CONFIDENTIAL



Austin, Texas

Brandon Vella

ATTN: Redis Sales Enablement

Subject: **Sales Enablement Program Manager, Onboarding**

Greetings Jerry and team,

I'm a Sales Enablement (and Effectiveness) Learning Consultant with a Sales and Engineering background and am jazzed at the idea of joining the Redis team.

Redis has come out of the gate guns blazing: rapidly building a strong foothold and reputation in the database market space, securing several rounds of investment and achieving incredible year over year growth, and constantly innovating with an open-source philosophy. What's more, you've been able to do so while maintaining an extremely positive, inclusive, and performant culture. It's an organization that anyone would be happy for the chance to be a part of. I believe my strengths and experience offer the perfect trifecta for a role like that of Sales Enablement Program Manager at Redis. Allow me to explain.

First and foremost, I am an experienced Enablement professional throughout every corner of what enablement can mean at an organization. I've worked with product and solutions managers in while being in the marketing function to create, package, deploy, and maintain sales enablement assets. In Operations I've collaborated with process and operational program managers to design, document, and reinforce sales processes and up-skilling of the global sales force. And throughout both roles I've run the global sales onboarding program – from optimizing our in-person program to the quick migration to all-digital in 2020, to today with the continued improvement and execution of the program. This has privileged me with continuous learning, management of many stakeholders, and collaboration with the best and brightest in the company.

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Finally, but most foundationally, I have a technical underpinning to all my professional experience. It's true what they say: that the biggest take-away from an engineering education is the problem-solving mentality. I got to leverage this in my first role as a customer-focused support engineer. In that role, and each one since, I've striven to bring my data-driven and practical problem-solving mindset to the table. It's allowed me to connect and build credibility with customers, internal and external, while helping to make their lives easier.

People are the reason I chose to pursue my various roles to date, and they continue to be the single biggest motivator for me. Collaborating, serving, and even simply bonding are all pillars of my motivation and drive to succeed. To not just get things done but get them done right – for them. For this reason, and the experience I have to offer, I would very much like the opportunity to interview for a spot on the Redis team and leverage that strength and passion and make a difference in an organization that will truly value it.

Regards,
Brandon Vella

INTERNAL - NI CONFIDENTIAL



Austin, Texas

Brandon Vella

ATTN: Redis Sales Enablement

Subject: **Sales Enablement Program Manager, Corporate Sales**

Greetings Jerry and team,

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Regards,
Brandon Vella

INTERNAL - NI CONFIDENTIAL



About Me

Motivated by making lives easier (while making them more successful in the process), I most often find my state of flow through written, visual, and face-to-face communication design and execution. Engaging with diverse groups of individuals from around the world makes me the most fulfilled. I am an empathetic problem-solver with a data-driven, engineering practicality. I am looking for opportunities that allow me to work with cross-functional teams, think outside of the box, and step outside of my comfort zone.

Work Experience

Sales & Partner Enablement, National Instruments, Austin

July 2018 – Present

Americas Lead

- Reduced classroom time by 10% by identifying and eliminating inefficient learning while increasing diversity of topics
- Developed and delivered training and resources to a global audience of varied experience levels by collaborating with over 15 functional teams on over 60 sessions including product marketing, sales, R&D, and support.
- Reduced distributor ramp time by creating and delivering product training to the indirect channel
- Delivered trainings to classes of 20-30 students of varied technical and business acumen and tenure.
- Reinforced adoption of new operating model by redesigning sales onboarding curriculum to reflect new business units and core strategic vision.
- Identified relevant sellers for pinpointed training to reduce communications noise and maximize focus for both SMEs and students

Inside Account Manager, National Instruments, Austin

July 2016 – July 2018

Colorado & Arizona

- Directly closed \$530k to reach 124% quota attainment in 2017. Exceeded quota 5 of 6 consecutive quarters
- Reduced fellow sellers' time to effectiveness by creating and facilitating "Collaboration with Resources" training
- Proposed, organized, and executed 4 intern mixers increasing collaboration and interest in sales career path
- Facilitated adoption of products with custom education strategies to ensure customers' post-sale success
- Instructed global new hired & internal promoted sellers on pipeline and opportunity management best practices.

Inside Sales Engineer, National Instruments, Austin

Sept 2014 – July 2016

Massachusetts, New Hampshire, Vermont

- Teamed with multiple Field Account Managers to exceed quota.
- Maintained long-lasting customer relationships with long-tail accounts.
- Chosen to provide candid personal and peer-representative feedback as a founding member of the 10-person Inside Sales Change Leaders group created during sales process and coverage model transformations.

Applications Engineer, National Instruments, Austin

Oct 2013 – Sept 2014

Automated Test Hardware and Software

- Conscientiously and efficiently resolved customer issues to satisfaction while adhering to designated turn around times and other support-oriented KPIs. efficiently learning a broad product portfolio and escalating issues when necessary.
- Reduced time-to-resolution for team by becoming a test automation software SME and a go-to technical resource for peers.
- Built company credibility and reduced time to close in sales opportunities by delivering virtual demonstrations of software and hardware tailored to the specific needs of new and existing customers.
- Evangelized the company's core technologies and grew the number of loyal and effective users by instructing customers through training and hands-on sessions.

Additional Skills & Experience

Sales

- Lead/opportunity qualification
- Front-line selling (opportunity, pipeline, territory management)
- Salesforce.com proficient
- Certified: Jack B. Keenan Demand Generation, R3

Leadership

- Toastmasters Member
- NI Corporate Change Leader
- Sales peer coach and intern mentor
- Corporate engagement team member
- Virginia Tech FSAE Electrical Team Leader

Education

B.S., cum laude, Electrical Engineering
 Virginia Tech, May 2013
 Senior Design: Formula SAE



Hobbies





Austin, Texas

Brandon Vella

Dear Hiring Manager,

I've been working through a problem that does a good job of illustrating why I believe I'd be the best fit for the Sales Enablement Program Manager position at GE Aviation in Austin, Texas. I hope you'll think so too:

In my current role, I am managing Sales Academy – the first step in every seller's career at my company. This role teaches the foundations of our products, processes, and skills to people with varying levels of industry and sales experience.

This upcoming 3.5-week session will have the most students the program has seen to date. So many, in fact, that it would have exceeded our capacity to conduct the Academy's "capstone" roleplay with our existing resources. With the new students arriving in two weeks, I had to pivot quickly. Considering carefully the feedback from students, managers, and facilitators I'd received during previous Academies, as well as the deliverables expected of the program, I redesigned the exercise to be done with their front-line managers and other members of the students' home region instead of the limited personnel we had at headquarters.

Now that I couldn't be present for every role play, I needed to make sure the activity was not only being completed, but also to the standard that we had established to date. I created collateral, evaluation surveys, and a timeline that collectively communicated the expectations and roles of everyone involved clearly and concisely. I've also designed in alignment meetings with the managers during the Academy to support and reinforce the core responsibilities they'll be assuming.

Not only will this redesign allow us to conduct the capstone roleplay, it will significantly improve the students' experience and the value they get out of it. It's this dynamicity and coordination that will allow me to exceed the bar for Sales Enablement Program Manager at GE Aviation – a place I believe will allow me to focus my skills in an industry that has a tangible impact on the lives we live every day.

I hope you'll reach out through one of the means provided above – I'll be happy to share some more my experiences and how I can put them to work for you.

Regards,
Brandon Vella



About Me

Motivated by an altruistic desire to make everyone's lives easier (while making them more successful in the process), I most often find my state of flow through effective written, visual, and face-to-face communication design and execution. I am an empathetic problem-solver with a data-driven engineering practicality. I bring my authentic self to the table and work to exercise Simon Sinek's effective listening philosophy of being "the last to speak". Making connections fulfills me – both internally when working to tie strategy to execution, as well as when uniting disparate stakeholders with common goals through an intimate understanding of their unique goals and challenges. As JARVIS is to Tony Stark, I aspire to be a source of clarity, an informed advisor, and a navigator trained on finding the most efficient route to results.

Work Experience

Sales & Partner Enablement, National Instruments, Austin

July 2018 – Present

Americas Lead

Hired from Inside Sales to the Marketing-housed Sales & Partner Enablement team, I brought my quota-carrying, customer-facing, broad-portfolio-navigating experience with me to attack the challenges I myself faced as a customer of enablement. Focused on packaging, delivering, and assessing content and training, my role is to serve as a Rosetta Stone that enables marketing to understand the language, process, and priorities of the sales organization and, in turn, create the right assets for their sales and partner constituents. In addition to the in-time content framework, I also manage the enablement portion of the NI Sales Academy onboarding program that delivers technical and business acumen to a global audience with widely varying levels of experience.

- Directly consult with sellers and sales leaders to understand goals and gaps to prioritize enablement initiatives.
- Using sales-validated role descriptions and KSPs, evaluate, identify, develop, and deliver training and resources involving over 15 functional teams including product marketing, sales, R&D, and support.
- Ensure sales onboarding & enablement kept up with the continuously changing business needs by rapidly integrating organizational, go-to-market, and technology changes into enablement strategy
- Measure impact using quantitative and anecdotal data and alignment with GTM strategy and Sales ROAs

Inside Account Manager, National Instruments, Austin

July 2016 – July 2018

Colorado & Arizona

- Managed over 800 B2B accounts totaling 4 mil. quota. Personally closed \$530k in 2017. Exceeded quota 5 of 6 consecutive quarters (2016-2018)
- Provided end-to-end solutions comprised of software, hardware, and services to industries including aerospace, energy, semiconductor, transportation, medical devices, and consumer electronics.
- Facilitated adoption and proficiency of products with custom customer education strategies to ensure customers' post-sale success
- Reduced fellow sellers' time to resolve customer issues by creating and maintaining "Collaboration with Resources Training"
- Effectively communicated NI's differentiated value via seminars, demos, lunch & learns, and other technical and business-impact product overviews to both end users and decision-making management
- Instructed global classes of new hired & internally promoted sellers on pipeline and opportunity management best practices
- Proposed, designed, organized, and executed 4x sales/support mixers increasing collaboration and interest in sales career path

Technical Inside Sales Engineer, National Instruments, Austin

Sept 2014 – July 2016

Massachusetts, New Hampshire, Vermont

- Teamed with 2 Field Sellers and their Area Sales Manager covering open territory to manage dynamic opportunity load balancing and resource utilization to find new high-growth potential business, maintain long-lasting customer relationships with long-tail accounts, and exceed quota.
- Chosen to provide candid personal and peer-representative feedback as a founding member of the 10-person Inside Sales Change Leaders group created during sales process and coverage model transformations.

Applications Engineer, National Instruments, Austin

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Automated Test Hardware and Software

- Conscientiously and efficiently resolved customer issues to satisfaction while adhering to designated turn around times and other support-oriented KPIs by efficiently learning a broad product portfolio and escalating issues when necessary.
- Served as a go-to technical resource for peers by becoming a test automation software SME.
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