

Gabe Friedman

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San Jose, CA

PROFESSIONAL SUMMARY

Passionate outdoor industry professional with a wide range of work experience. Dedicated to driving results through innovation, talent development, program management, process optimization, and content creation.

WORK EXPERIENCE

Specialized Bicycle Components Inc., Morgan Hill, CA

Sales Enablement Program Manager

Jul. 2020 – Present

- Lead strategy and execution of the Sales Enablement Program.
- Enable a team of 90+ employees, including field sales, inside sales, customer service, and managers.
- Develop, run and operate Sales Enablement programs to drive new hire onboarding, continuous learning and advanced skills development. Increased first-year goal attainment of new sales hires by 10.14% by developing an improved onboarding program, resulting in a revenue lift of \$5.8 million in the first 12 months of the program.
- Create and maintain Sales Enablement content, systems and tools.
- Measure business impact of Sales Enablement programs in collaboration with Sales Leadership and Operations.
- Pioneer the internal employee strategy for the company's LMS, Absorb. Launched 60+ online courses in 18 months and increased user engagement by 194% year-over-year.

Sales Enablement Specialist

Oct. 2019 – Jun. 2020

- Built an online training hub for the USA Sales Team using the BlueVolt LMS.
- Led the development of several online training courses. Owned strategy, content production, implementation and KPI tracking.
- Built a sales onboarding program that resulted in an average goal attainment increase of 10.14% for new hires,.
- Created sales training for new customer opportunities in Salesforce that increased close efficiency by 61%, causing an incremental revenue lift of \$500,000 in the first 90 days.
- Developed a template to train sales employees on new products, programs and initiatives.

Sales Operations Analyst

Jul. 2019 – Oct. 2019

- Built and drove engagement on a rewards program for the entire USA retailer base.
- Led new inside and field sales employees through the onboarding program.
- Institutionalized a central content system for the USA organization.

Associate Analyst, Sales Operations

Jul. 2018 – Jun. 2019

- Recipient of the 2019 USA Rookie of the Year Award.
- Managed product allocation for the entire USA business using Oracle E-Business Suite.
- Supported restructuring the USA business by interviewing stakeholders and presenting actionable insights to leadership.
- Built and implemented the first-ever onboarding program for sales staff at Specialized.
- Collaborated cross-functionally to develop a central content system for the Specialized USA business.

Gabe Friedman Photography, Danville, CA

Founder & Photographer

Oct. 2014 – Nov. 2019

- Created and managed a multi-platform social media strategy (Facebook, Instagram, Nextdoor, and Yelp).
- Designed and implemented strategic marketing campaigns through social media and influencer marketing.
- Grew revenue by 2.5 times with an influencer based Senior Portraits campaign from 2017 to 2018.
- Succeeded in growing the business by virtual of many repeat clients and referrals.

PowerSchool Group LLC, Chico, CA**Sales Market Research Intern****Feb. 2018 – May 2018**

- Conducted, organized and processed research on over 500 unique educational institutions.
- Navigated highly matrixed organizations to determine best candidate for research.
- Tracked and analyzed customer data using Salesforce.

AngioDynamics Inc., Walnut Creek, CA**Product Management Intern****May 2017 – Aug. 2017**

- Spearheaded ideation, market analysis and clinical research for a new innovative product.
- Built a marketing effectiveness tool to assess all new tradeshow marketing opportunities in Microsoft Excel.
- Supported the development of new brand assets, including copy and creative.

Soul id Inc., Chico, CA**Content Manager****Mar. 2016 – Mar. 2017**

- Generated and managed unique action sports content on the company homepages.
- Established relationships with thousands of potential, and current users globally to maintain engagement.
- Recruited international ambassadors for the “Brand Ambassador Program”.

Lolli and Pops Inc., San Francisco, CA**Operations Intern****May 2016 – Aug. 2016**

- Liaison for 35 national stores and corporate headquarters.
- Planned and managed a 3-day company-wide event within budget.
- Collaborated cross-functionally to build new and improved communication systems between field and HQ.

Real Estate Intern**Jun. 2015 – Aug. 2015**

- Researched and analyzed national real estate opportunities.
- Forecasted sales projections and break-even analysis based on cotenant sales and regression analysis.
- Prepared proformas and approval packages for real estate committee meetings.

EDUCATION**California State University, Chico**

- Bachelor of Science, Marketing – May 2018
- Professional Sales Certificate, Seufferlein Sales Program – May 2018
- Dean’s List – Fall 2017 & Spring 2018
- Advanced Statistics Tutor, Student Learning Center – 2016 & 2017
- Social Officer, CSU Chico Wakeboard Team – 2016 & 2017

Association for Talent Development

- Sales Enablement Certificate – Feb. 2020

AWARDS & RECOGNITION

Specialized USA Rookie of the Year – 2019

Tepui Endless Adventure Winner – 2018

Seufferlein Sales Program Student Feature – Mar. 2018

13th out of 72 national competitors, Western States Collegiate Sales Competition – Apr. 20186th out of 83 students, Sweet 16 Sales Competition – Nov. 2017