

Dusti Jordan

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ABOUT ME

I believe that *what you do says who you are*. I also believe *good enough* isn't. These two simple but straightforward values ensure that the extended teams I support, both big and small, feel motivated to meet and exceed their goals. My strong work ethic combined with optimism, positivity, and resilience have supported year-over-year success leading to industry high employee satisfaction and team retention. I'm a passionate leader who specializes in mentorship, development, and enablement. Through these traits I drive results, ensure accountability, and manage change by developing trusting relationships with my team, peers, and colleagues. Lastly, by creating an inclusive environment where everybody is in, and nobody is out, I help those around me find inspiration to do the best work of their lives.

EXPERIENCE

SENIOR REVENUE PROCESS ENABLEMENT MANAGER Workday - Global

October 2025 – February 2026
Salt Lake City, UT

- Supported SDR, AE and Sales Leadership enablement globally across all segments supporting SMB to Majors territories.
- Designed and enabled core seller workflows across GTM tools including Salesforce, Clari Forecasting, Clari Groove, Sigma/ Tableau, LinkedIn Sales Navigator, and ZoomInfo
- Built and delivered live onboarding and training achieving exceptional scoring from those surveyed.
- Partnered cross-functionally with VP-level Sales, RevOps, Product, and GTM teams to drive strong process adoption.
- Leveraged advanced AI tools to rapidly produce scalable, high-quality enablement content.
- Built structured learning programs using Workday Learning, Rise and Sana to support repeatable onboarding.
- Showcased strong project management skills ensuring all SMEs and stakeholders completed necessary actions in a timely manner.

MANAGER - SALES DEVELOPMENT Workday - NA Customer Base/Net New (LE & Majors)

June 2022 – September 2025
Salt Lake City, UT

- Led frontline sales development teams across Large Enterprise and Majors while scaling GTM execution and pipeline outcomes.
- Achieved full fiscal year quota three consecutive years (FY23–FY25) supporting \$60M+ in closed/won ACV.
- Led Manager Strength Training Series across 20+ North America managers to improve leadership skills and enablement adoption.
- Served as ambassador for sales engagement tooling re-platforming and workflow redesign.
- Built and deployed custom Gemini AI bots driving measurable productivity gains across the org.
- Selected to participate in the evaluation of new Sales Engagement tools and current ambassador to support re-platforming and development of workflow enhancements, tools, and processes.
- Elevated AI efficiency and productivity through crafting and implementing both self-developed Gemini AI Bots/Gems while driving strong adoption across Sales Development org.

MANAGER Apple - UT/ID Market

Oct 2017 – May 2022
Salt Lake City, UT

- Managed multi-channel sales and service operations across retail, B2B, repair services, and fulfillment.
- Oversaw \$100M+ in annual revenue across consumer and business segments.
- Led 20+ team members with a focus on coaching, performance development, and retention.
- Optimized service operations supporting ~1,700 weekly appointments and repairs.
- Maintained strong culture of collaboration and psychological safety.

SPECIALIST → EXPERT → PRO (Sales Leads) Apple - UT/ID Market

Nov 2009 – Oct 2017
Salt Lake City, UT

- Top individual contributor in market; leader in annual sales and business procurement.
- Strong negotiation and effective communications skills when working with multiple client types; Consumer, IT directors, and Chief-level executives.

EDUCATION



UNIVERSITY OF UTAH

Bachelor of Science Mass Communication - New Media
Fine Arts Minor - Arts and Technology