

BRANDON EDLING

brandon@edlings.org • 19 William Street • Maplewood, NJ • (646)-469-6252

STRATEGIC ENABLEMENT DIRECTOR / TRAINING CONTENT CREATOR

With 10 years of experience in enablement, training, and technology, I have consistently delivered impactful learning solutions for global organizations. My expertise in strategic leadership, instructional design, and video production enables me to create innovative content that enhances individual and organizational performance. Holding a B.A. in Video Production and an M.B.A., I blend creativity with business acumen to transform complex concepts into accessible, actionable insights.

CORE QUALIFICATIONS

- Strategic Team Leadership
 - Performance Data Analysis
 - Content Creation and Strategy
 - Onboarding Program Design
 - Certification Program Creation
 - Instructional Design Expertise
 - GTM Enablement Success
 - Executive Client Management
 - Cross-Functional Collaborator
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EXPERIENCE

FASTLY, INC. (Remote)

DIRECTOR, TECHNICAL AND CUSTOMER ENABLEMENT

01/24—Present

- Directed the Technical and Customer Enablement team to enhance onboarding and continuous learning programs, with a focus on content development and strategy to support customer, revenue, engineering, and partner groups.
- Created and delivered tailored enablement programs for sales, partner, and customer teams across multiple formats (in-person, virtual, video, web), strategically adapting content based on audience type, experience, group size, and specific learning needs.
- Strategically designed and implemented professional development programs to drive individual growth, accountability, and strengthen organizational effectiveness, integrating engaging content to maximize learning impact.
- Led cross-functional collaboration and knowledge-sharing initiatives across product, engineering, revenue, and support teams to drive alignment in technical enablement efforts, ensuring cohesive and comprehensive content delivery.
- Developed high-impact training content informed by seller skills analysis and feedback, leveraging eLearning modules, virtual sessions, and hands-on workshops to accommodate diverse learning styles and preferences.
- Collaborated with business leaders to identify leadership and management development needs, aligning program strategy and content for impactful engagement and effective learning outcomes.
- Tracked and analyzed success metrics, such as business performance, pipeline growth, retention, and behavioral change, to continuously refine content strategy and enhance program effectiveness.

FIGMA, INC. (Remote)**LEAD, SALES ENABLEMENT OPERATIONS AND CONTENT****08/22—01/24**

- Led the team managing the learning technology stack, including the LMS and associated tools, ensuring an optimal user experience and smooth functionality through strategic content integration.
- Directed international projects with a focus on analyzing data related to business outcomes, engagement, satisfaction, and cost efficiency to inform content strategy and drive continuous improvements.
- Designed and facilitated leadership development programs, offering tailored coaching to senior leaders to enhance their growth, leveraging content strategies that support their success.
- Leveraged multiple delivery methods, such as on-the-job training (OJT), instructor-led training (ILT), virtual ILT, video-based learning, online modules, and social learning to craft and deliver training content that is accessible, engaging, and impactful.
- Worked closely with key stakeholders across Product Marketing, Product Enablement, Channel Marketing, Strategy, APC programs, and Channel Sales to ensure alignment of enablement content and efforts with go-to-market strategies and business goals.
- Streamlined and optimized enablement technology platforms and tools to enhance partner learning experiences while tracking performance metrics to improve content delivery and engagement.
- Enhanced enablement strategies by incorporating data-driven insights and market feedback, refining content to increase engagement and drive successful learning outcomes.

DROPBOX, INC. (Remote)**HEAD OF GLOBAL CHANNEL ENABLEMENT****04/16—08/22**

- Designed and led Dropbox's comprehensive channel sales and technical enablement program, incorporating onboarding, sales enablement, technical training, customer support, and marketing, with a strong emphasis on content development and strategic alignment.
- Successfully launched three flagship certification programs, certifying over 15,000 global channel partners in 11 languages, while ensuring content localization and scalability across markets.
- Collaborated with stakeholders to build and execute a strategic roadmap that aligned with channel business goals and partner skill development, with an emphasis on delivering relevant and impactful training content.
- Developed a scalable enablement framework that integrated training curriculum and facilitated cross-functional collaboration, delivering both live and digital enablement experiences as well as sales-focused collateral.
- Enhanced the partner seller journey by curating comprehensive training bundles, sales tools, content collateral, and demand generation assets, providing a streamlined experience that improved seller clarity, focus, and efficiency.
- Analyzed partner performance data and feedback to pinpoint opportunities for content and program improvement, optimizing enablement initiatives for greater impact and measurable results.

NBC UNIVERSAL (New York, NY / Englewood Cliffs, NJ)**SR. DIRECTOR, INNOVATION MANAGEMENT****06/12—06/15**

- Led a multinational service desk team consisting of seven managers and over 40 support representatives, dedicated to providing expedient and relevant technical support to the entire employee population of NBC Universal.

DIRECTOR, WORKPLACE TECHNOLOGY**06/08-06/12**

- Directed a team of 10 individuals responsible for establishing and upholding the company's standards for software and hardware
- Spearheaded IT teams for multiple major projects, including the production of "The Tonight Show with Conan O'Brien," "Saturday Night Live," the coverage of the 2008 Summer Olympics in Beijing, China, and the upgrade of the "Today Show" studio (1A) to high-definition broadcasting

APPLE ENVIRONMENT LEAD / STORAGE ENGINEER**06/06-06/08**

- Responsible for global hardware and software standards of all Apple products.
- Engineered, implemented and maintained over 650 TB of Xsan/StorNext storage, spread over 9 workgroups (The Tonight Show with Conan O'Brien, Saturday Night Live, Late Night with Jimmy Fallon, NBC News, NBC Sports, NBC Olympics, SyFy/USA, LX.TV, NBC.com) used by over 300 people in New York and Los Angeles.

DEGREES AND CERTIFICATIONS**ASSOCIATION OF TALENT DEVELOPMENT (ATD)****2021**

- Master Instructional Designer

UNIVERSITY OF PHOENIX**2012**

- Master's Degree, Business Administration, GPA: 3.81

UNIVERSITY OF KANSAS (LAWRENCE, KS)**1999**

- Bachelor of Arts, Film Studies