

LAURA TWOHIG, M.ED, PMP

www.linkedin.com/in/laura-twohig0528

PERFORMANCE CONSULTANT, TRAINER AND SALES EXECUTIVE

HARNESS POWER OF STRONG BUSINESS RELATIONSHIPS AND MULTI-FACETED PROJECTS TO DELIVER EFFECTIVE TRAINING SOLUTIONS, PROPEL PEOPLE & BUSINESS FORWARD, AND ACHIEVE AGGRESSIVE BUSINESS GOALS

Resilient and energetic with proven success handling multiple global projects simultaneously. Leverage in-depth business acumen, internal and external networks, consultative sales approach and extensive project management experience to establish loyal customer relationships, influence decision making and continuously improve processes aligned with corporate goals. Design and deliver creative training sessions using design thinking methods and hands-on activities to inspire professionals to succeed. Improve training effectiveness and techniques, by measuring effectiveness of training programs.

Passionate leader dedicated to developing individuals and creating environment of trust, inclusiveness, and accountability. Spirited competitor recognized for rallying people around core goals and consistently delivering impressive results.

PROFESSIONAL EXPERIENCE

STEELCASE INC, Boston, MA

2016 – Present

Regional Education Manager / Steelcase Learning & Development

Developed and retained 100+ key relationships with C-suite executives and key stakeholders at strategic education accounts including higher ed, architectural and design firms, dealer partners, and multiple decision makers. Created and implemented sales strategies to grow business, performed account and brand forecasting, and provided product launches and product training for dealers and customers. Regions covered MA, ME, NH, VT, RI, and CT and generated \$12M+ in sales annually.

- Consistently exceed \$12M+ in sales along with YOY growth in territory.
- Apply consultative selling skills to develop attractive value propositions for complex education projects.
- Lead workshops to coach clients and teammates through processes, product launches and new ways of thinking.
- Utilize CRM, capturing account opportunities and progress, communicating strategy activities with team, and driving targeted sales approach.
- Received certification and delivered numerous presentations to architect and design firms and end users, covering new product options, presenting research, and allowing designers and architects to receive CEU professional licensing credits.
- Utilize advanced understanding of insights gleaned from research to develop a strategic plan and solution to meet the vision of K12 and Higher Ed clients.
- Receive client feedback regarding needed product specifications and work with engineering team, adapting product to meet client needs and generating strong revenue stream for daily use product worth \$500K annually.
- Recognized for superior performance, receiving sales achievement award for 6 years.
- Proficient in Salesforce, LMS tools (Canvas, Moodle, Blackboard), and all Microsoft Office tools.

STEELCASE INC. Grand Rapids, MI

1998 – 2016

Performance Consultant – IT and Sales Leadership

Coached leadership teams in Global IT and SALES toward continuous improvements of processes through LEAN principles, efficiency metrics and design thinking methods. Independently managed complex, global projects, staff and tasks with successful outcomes.

- Developed and led workshops for Global IT teams and SALES leaders and staff in areas of communications, process improvements, process updates, methods to achieve desired goals.
- Established criteria for our initial Salesforce implementation by acting as a liaison between sales and the IT Salesforce implementation team.
- Planned and monitored ongoing project tasks to ensure continuous improvements of all sales processes using sound project management skills.
- Created and managed a customer experience team by listening to customers and continuously improving processes increasing client satisfaction.
- Implemented customer experience teams in Asia Pacific, Mexico and European locations.
- Used storytelling and interesting activities/visuals to augment presentations, in order to achieve high levels of engagement of the audience.

ADDITIONAL PROFESSIONAL EXPERIENCE

NORTHEASTERN UNIVERSITY, Adjunct Professor, In-Person Methods

- D'Amore McKim School of Business

Course taught: INNO3335 Product Innovation & Portfolio Management; INNO2301 Innovation

CLARK UNIVERSITY, Adjunct Professor, Online and Hybrid Methods

- School of Professional Studies (SPS)

Courses taught: IT ECON, FINANCE & BUDGETING, AGILE

DAVENPORT UNIVERSITY, Adjunct Professor, Online Methods

- Developed and provided input on courses in various schools.

Courses taught: Math, Statistics, Various project management courses

DELL ENGINEERING, Holland, MI

Environmental Engineer

EDUCATION, LICENSING, & PROFESSIONAL DEVELOPMENT

Bachelor of Science (BS), Civil & Environmental Engineering, Michigan State University, East Lansing, MI

Master of Arts (MA), Education, Aquinas College, Grand Rapids, MI

Graduate Certificate, Applied Statistics, Penn State University, Global Campus

Board Member, Authentic Learning Alliance (ALA), 11/2007 – PRESENT

Project Manager Professional (PMP) certification, 06/2009, in good standing

VP Marketing, West Michigan Project Management Institute (PMI), 09/2010 – 05/2011

Inforum Executive Leadership program, 2010