

Brandon Edling

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Revenue & GTM Enablement | Learning Experience Design | AI Readiness

PROFESSIONAL SUMMARY

GTM enablement leader who designs learning that changes how revenue teams sell, and measures it in the field: quota attainment, deal cycle, ramp, and pipeline. A decade leading revenue, technical, and partner enablement at UKG, Fastly, Figma, and Dropbox, building onboarding, certification, manager development, and AI readiness programs. ATD Master Instructional Designer with a background in video production, and fifteen years of direct people leadership.

CAREER HIGHLIGHTS

- **Field outcomes:** cut SE ramp from 6 months to 2 at Fastly; contributed to quota attainment rising from 35% to 64% and a 57% shorter deal cycle at Figma.
- **Manager development:** 125 frontline managers developed through CRO-commissioned coaching curricula at Dropbox and Figma.
- **Scale:** certification ecosystem for 15,000+ learners in 11 languages at Dropbox, built from the ground up.
- **AI readiness:** cross-GTM AI program and two internal AI agents shipped in the first four months at UKG.

CORE COMPETENCIES

- **Learning Experience Design** — Competency-based curricula, video-first learning, and interactive web-based playbooks built for the flow of work
- **Onboarding, Certification & Reinforcement** — Role-based ramp programs, certification architectures, and practice that sustains behavior
- **Manager Effectiveness & Coaching** — Frontline manager curricula covering coaching cadence, 1:1s, deal review, and performance conversations
- **Sales Methodology** — Embedding MEDDPICC, Command of the Message, and Sandler into onboarding, certification, and CRM workflows
- **AI Readiness & Adoption** — Moving sellers from awareness to daily use, with governance and quality standards for AI-generated content
- **Measurement & Prioritization** — Impact reporting tied to pipeline; intake and tiering that keep the portfolio on revenue priorities

PROFESSIONAL EXPERIENCE

Director, Learning Experience & Design, GTM Enablement

Jun 2026 – Oct 2026

UKG

- Shipped a 22-module SMB sales playbook as an interactive web application, including 5+ hours of produced video, within the first 30 days in role.
- Designed AI@UKG, a cross-GTM program to move sellers from AI awareness to applied use in daily workflow, and shipped two internal AI agents for new SKU rollouts on a curated knowledge architecture that limits hallucination.
- Architected and shipped the FY27 Selling Guide as an interactive web app: ten policy domains on one structured source model, with full-text search and a deal-audit tool that returns the governing rule and required approval.
- Designed the GTM enablement intake and tiering model that prioritizes requests against strategic pillars, approved cross-functionally in August 2026; led learning experience design for the Seismic rollout, delivering 100 new pages and ~50 seller assets for 1,700 sellers in four months with Claude. Led a team of three as player-coach.
- Designed Earned, a four-day leadership intensive for GTM leaders on coaching, performance conversations, accountability, and leading through change.

Director, Technical and Customer Enablement

Jan 2024 – Apr 2026

Fastly

- Owned global enablement strategy for Sales, Solutions Engineering, and Customer teams across North America, EMEA, and APAC: 150+ sellers and SEs and 10,000+ customer professionals. Led a team of two.

- Rebuilt SE onboarding into a competency-based system with milestone progression, skills assessment, and methodology (Command of the Message, MEDDPICC), cutting ramp from 6 months to 2.
- Launched 5 technical certification programs (Bot Management, DDoS, WAF, CDN, Edge Compute), contributing to a 60% reduction in deal cycle.
- Delivered executive reporting to CRO staff, embedding enablement metrics in Salesforce to connect certification and field readiness to pipeline.

Lead, Sales Enablement Operations & Content

Aug 2022 – Jan 2024

Figma

- Contributed to quota attainment rising from 35% to 64% and a 57% shorter deal cycle (7 to 3 months) by redesigning curriculum and programs around how sellers qualified, positioned, and executed enterprise deals.
- Rebuilt and delivered License to Lead for ~50 frontline managers; commissioned by the CRO, mandatory, and folded into manager onboarding.
- Led and ran a Gong-based call-review program, personally scoring recorded calls against a standard rubric co-created with Sales leadership.
- Architected the learning system (150+ videos across 20+ programs and 50 learning paths) using AI-assisted production, and launched FigTV on Panopto to scale video learning to 1,500+ employees.
- Co-led the annual Sales Kickoff end-to-end (500+ attendees, 4 days) including agency coordination, and led enablement for 8+ product launches including Dev Mode and FigJam AI. Led a team of two.

Head of Global Channel Enablement, Revenue Enablement

Feb 2016 – Aug 2022

Dropbox

- Built Channel Enablement from the ground up as an individual contributor for MSPs, MSSPs, VARs, and distributors: wrote all training (guides, decks, video) and ran in-person training as lead presenter.
- Scaled it into a global partner enablement and certification ecosystem for 15,000+ learners across 11 languages.
- Launched Dropbox Certified Seller and Administrator programs (99% pass rates), contributing to a 52% rise in partner-sourced deals.
- Cut partner time-to-productivity from 4 months to 6 weeks (63%) with structured onboarding across LMS, PRM, and CMS platforms, integrating certification data into Salesforce to correlate readiness with pipeline.
- Originated License to Lead, the manager development curriculum later rebuilt at Figma; commissioned by the CRO and mandatory for all 75 people leaders.

Senior Director, Workplace Technology

Apr 2006 – Jun 2015

NBCUniversal

- Led two organizations: a 10-person Workplace Technology team setting hardware and software standards for the 48 businesses operating under NBCUniversal, and five service desk leads overseeing a 35-person international contractor organization.
- Set the technology governance model across owned-and-operated stations, cable networks, and theme parks; promoted to Senior Director in 2008.

EDUCATION

Master of Business Administration, University of Phoenix, 2012

Bachelor of Arts, Film Studies, University of Kansas, 1999

CERTIFICATIONS

Master Instructional Designer, Association for Talent Development (ATD), 2021

TECHNICAL SKILLS

- **AI** — Claude and Claude Code, ChatGPT, Gemini; prompt and context design, retrieval architecture, agent knowledge design, AI content governance. Built bHive, a free, Apple-notarized macOS app for private on-device AI file search (bhive.software)
- **Learning Design & Production** — Articulate 360, Panopto, Synthesia, ElevenLabs, DaVinci Resolve, Final Cut Pro, Adobe CC
- **Enablement & Learning Platforms** — Seismic, Highspot, Allego, WorkRamp, Litmos, Meridian, Mindtickle, Skilljar, Guru, Confluence, SharePoint
- **Sales Tech & Operations** — Salesforce, Gong, Outreach, Clari; monday.com, Asana, Google Workspace, Microsoft 365