

JODI MILLEN

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Online Resume

PROFESSIONAL SUMMARY

I am a Business Development (BD) and Learning and Development (L&D) professional with 20+ years of combined experience in B2B business development, and client account management, with a second career built on learning and development and applied AI.

I bring a rare dual perspective to sales enablement: the instincts of someone who has built pipelines, closed deals, and managed multi-million dollar portfolios, combined with the skills of an educational designer and adult education specialist who can systematize, train, and operationalize what makes sales and partner teams effective.

I am well-versed in cross-functional collaboration across multiple roles - bridging sales, marketing, communications, data analysis, operations, and revenue teams to translate strategy into consistent execution. Getting everyone on the same page is my speciality. Teaching a language reinforced a core cognitive principle: I never assume what is obvious to *me* is obvious to *everyone*. That mindset drives every piece of content, training, and process I build.

I create assets that get used because they are clear, practical, and designed from the perspective of the person who needs them most. I am equally comfortable building from scratch in ambiguous, fast-moving environments as refining and scaling what already exists.

CORE COMPETENCIES

Sales Enablement & Revenue Enablement: Sales and partner enablement material design; playbook and talk track development; battlecard and one-pager creation; onboarding and ramp plan design; readiness criteria development; stage conversion support; key revenue motion documentation; partner-led motion enablement

AI & Learning Technology: Custom GPT / Claude Artifact; AI agent design; prompt engineering; AI-assisted curriculum development; workflow automation; AI tool evaluation and quality review

Learning & Development: End-to-end program design and delivery; performance consulting; needs and skills gap analysis; adult learning theory and practice; synchronous and asynchronous curriculum development; learning evaluation and ROI measurement (ADDIE, Kirkpatrick, Bloom's Taxonomy, KSA); CEFR-based assessment

Facilitation & Coaching: Corporate workshop facilitation (virtual and in-person); executive coaching; leadership development; TESOL/TEFL instruction, adult education

Strategy & Consulting: Needs and gap analysis; stakeholder and executive engagement; data-driven ROI reporting; program evaluation; strategic storytelling; CRM pipeline management

Cross-Functional Collaboration & Stakeholder Management: Sales, marketing, communications, revenue operations, product, and executive alignment; content ownership and governance; organizational process design

Diversity, Equity & Inclusion: Linguistic and cultural diversity; DEIB program design; accessible learning (AODA/POUR)

EXPERIENCE

Learning Experience Designer & Applied AI Practitioner | **Communiqeh Canada** | 2023 – Present

Independent start up specializing in workplace linguistic diversity, effective communication, and applied AI tools for corporate and individual clients.

Built a game-changing custom AI conversation partner for Francophone employees to prepare for the federal government Second Language Evaluation (SLE) Oral Assessment, increasing success for the most difficult element of the evaluation.

- Prompt-engineered a custom GPT with structured gates, branching logic, and built-in mistake tracking
- Synthesized 600+ pages of unstructured federal content into a 150-page structured GPT knowledge base
- Tool contains 52 SLE roleplay questions, 100+ grammar lessons, 1,000+ quiz questions, and full SLE rubric integration

Recovered 50 minutes of unbilled time by increasing productivity through the engineering of an AI workflow that cut production of customized language evaluations from 60 minutes to 10 minutes without sacrificing quality or personalization.

- Evolved over two years across ChatGPT, Gemini, and Google Workspace; now requires simply dictating client details to produce a complete, customized evaluation
- Enables fully personalized and detailed feedback across a high-volume client practice

Instructor, Coach & Evaluator | **Global Lingua** | 2022 – Present

6,000+ teaching hours · 500+ clients across dozens of professions and sectors, mid-management to C-suite · 200+ CEFR-based proficiency evaluations

Over 6,000 hours of group and individual instruction, facilitation, and coaching time across 500+ clients - from mid-management to C-suite, across dozens of sectors - with learning outcomes that transferred into tangible career advancement.

- Clients achieved milestones that most considered beyond their ability: secured promotions and roles requiring English bilingualism, participated in high profile public speaking and presenting opportunities, and joined expert panels
- Coached executives on building leadership presence in English — prioritizing clarity and confidence over grammatical perfection
- Created accessible multi-modal materials for clients with ADHD and dyslexia

Identified proficiency evaluations as an untapped business development tool leading to consistent repeat business.

- Recognized that HR decision-makers placed high value on official progress metrics, workplace communication readiness data, and certified teacher recommendations.
- Presented the business case to leadership, resulting in evaluations becoming standard practice for all clients.
- Conducted 200+ CEFR-based proficiency evaluations providing organizations with actionable insight into employees' language abilities and direct, workplace communication readiness leading to a drastic increase in renewed business
- In my own portfolio, the change increased the average client engagement period from 3.5 months to 5.5 months

Served as an internal subject matter expert and tester for Sapere, Global Lingua's AI-driven learning platform for adult professionals and the organizations they work for.

- Contributed prompt engineering, structured test runs, and findings reporting to inform platform development and improve platform capabilities
- Informed on existing and proposed new platform elements that provide the most learning benefit to adult professionals and the organizations they work for: profession and sector-specific vocabulary, targeted grammar practice, flashcards, oral exercises, roleplay activities, and self-directed proficiency evaluations.

Director, Programs and Development | Ambition Theory | 2020 – 2022

Operating in a fast-moving, ambiguous start up environment during the COVID 19 pandemic, requiring immediate actions and strategic pivots, bridged program development and business development in a dual-mandate role, building revenue-generating enablement assets while managing the full BD cycle from prospect identification through close.

Designed and operationalized the first Canadian Construction Association (CCA) Gold Seal-accredited course addressing leadership, gender, and the underrecognized value women bring to construction's most pressing challenges.

- Conducted discovery calls with CCA curriculum managers to identify documented gaps in their existing offerings, translating stakeholder insight directly into program design and content strategy
- Engineered the course to qualify for Gold Seal certification, guaranteeing recurring revenue with zero promotional costs; a deliberate revenue motion that generated approximately \$15,000 in the first 6 months
- 103 participants at the inaugural session, more than double the 30–40 average for non-mandatory CCA courses

Led all business development activity: prospect identification, CRM pipeline management, pitch deck and proposal creation, discovery calls, and custom sponsorship package design.

- Secured \$40,000 in event sponsorship within 3 weeks for Celebrating Ambition, an inaugural women-in-construction networking event, covering all event costs and delivering \$28,000 in net profit
- Seized the opportunity presented by the COVID pandemic to generate approximately \$19,000 in sponsorship revenue for a week-long virtual International Women's Day event through custom-designed, value-aligned sponsor engagement opportunities, covering all costs and delivering \$16,000 in net profit
- Built and maintained the prospect pipeline through strategic positioning through targeted outreach initiatives, research projects, leveraging networks, and providing value to industry leaders

Executed Canada's first-ever national survey collecting experiential data from women in construction, then expanded it internationally, positioning Ambition Theory as a subject matter expert leading to an increase in prospects and corporate contracts in an expanded market.

- Independently managed all phases: conducted gap analysis; designed complex survey logic; led targeted outreach across companies, organizations, and associations in multiple countries; managed all social media promotion; and conducted full quantitative and qualitative data analysis
- Global survey spanning 10 countries and 300 respondents; the Sexual Safety Impact Report was promoted by industry bodies in Canada and the US resulting in new collaborations nationally in Canada and internationally in the United States, Saudi Arabia, and England

Designed and delivered customized, data-driven corporate workshops that addressed major gaps and initiated measurable organizational transformation.

- Applied the principles and best practices of adult education, ADDIE, Kirkpatrick, and Bloom's Taxonomy frameworks end-to-end
- Built personalized diagnostic surveys and pre/post program impact reports for corporate clients, establishing a consistent practice of defining, tracking, and reporting on enablement success metrics

Manager, Mentorship & Business Development | The Petra Initiative | 2017 – 2019

Built a first-of-its-kind career mentorship program for women in construction as a targeted business development initiative designed to grow the prospect pipeline, strengthen organizational reputation, and deliver genuine value to both clients and prospective partners.

- The program reached approximately 200 members in year one, engaged key industry leaders and earned support from major Canadian construction firms and industry associations across trades, project management, architecture, engineering, finance, and insurance resulting in greater access to decision makers
- Collaborated cross-functionally with industry associations, corporate partners, and community stakeholders to align program priorities, coordinate execution, and expand reach
- Participants reported gaining career-advancing opportunities, allies, and increased professional security, with measurable increases in women-in-construction initiatives among major contractors in subsequent years

Manager, Resource Development | United Way Toronto | 2006 – 2011

Managed a B2B corporate account portfolio of up to \$5M annually, developing and executing strategies to grow donor engagement, deepen partnerships, and consistently exceed revenue targets across finance, legal, and manufacturing sectors.

- Operated as a full-cycle account manager: prospecting, relationship development, and ongoing account growth through individual and corporate donations, events revenue, and volunteer initiatives
- Collaborated cross-functionally with communications, data analysis, marketing, and events teams to develop tailored engagement strategies and maximize portfolio performance
- Onboarded and managed four to six corporate volunteers annually, seconded from major corporations, designing skill-building programs covering charity-specific finance, community engagement, public speaking, and client service
- Created a youth philanthropy initiative with measurable outcomes in university admissions, scholarships, and early leadership development, building a repeatable program infrastructure through real credentials and high-profile public engagement

Associate Manager, Marketing & Market Research | CTV Television | 2002 – 2006

Served as the dedicated sales enablement resource for regional advertising sales teams across Winnipeg, Montreal, and the Maritimes, providing high-volume research support and core enablement asset development such as repeatable demographic decks, battlecards, and one-pagers.

- Built and maintained a continuous pipeline of standardized and customized sales decks for regional advertising reps, synthesizing and analyzing demographic, viewership, and location data into investment cases aligned to each prospect's brand, product, and target customer
- Maintained standardized and repeatable sales enablement content with up-to-date messaging and analytics
- Developed competitive positioning content (battlecards) to overcome objections and differentiate CTV against other broadcasters and competing media formats
- Assisted sales reps in defining strategy and impact in ambiguous, cold-calling situations
- Reacted rapidly when prospects raised new objections mid-cycle, pivoting research to provide reps with the specific information needed to overcome objections and persuade investment

Secured a \$350,000 Toyota sponsorship for a Canadian-content film by uncovering a direct connection between the film content and Toyota brand and philanthropy.

- Applied in-depth research and strategic storytelling to build an investment case around an authentic alignment between the client's brand and the movie's story
- Persuaded Toyota to exceed their annual sponsorship budget on the strength of the proposal alone
- Collaborated cross-functionally with Sales, Market Research, and Revenue Operations to develop and align sponsorship strategy and pricing consistently

SALES & BUSINESS DEVELOPMENT IMPACT

Securing Revenue Through Strategic Customized Positioning

Secured a \$350,000 Toyota sponsorship (2006)

- Identified an authentic alignment between Toyota's brand values and philanthropy commitments and the content of a domestically-produced Canadian film
- Persuaded the client to exceed their annual sponsorship budget on the strength of the proposal alone

Generated \$19,000 in event sponsorship within 3 weeks (2020)

- Leveraged industry contacts and provided them with a unique opportunity to network for both business development and recruitment objectives

- Covered all costs and delivered \$8,000 in net profit for an inaugural women-in-construction networking event

Secured \$40,000 in revenue in custom-designed sponsor engagement opportunities (2021)

Developed customized integration opportunities that

Covered all costs and delivered \$35,000 in net profit for a week-long virtual International Women's Day event

Enabling Revenue Through Data-Led Insight

Transformed the objections of a local Winnipeg client into a recurring annual advertising investment.

(2004–2006)

- Overcame client assumptions and objections using demographic data
- Proposed a split pilot in sports and entertainment programming to ease the client into television advertising and demonstrate success if they targeted women over men
- Resulted in the client shifting from 0% of their budget spent on television advertising to 80% maintaining a regular annual campaign and achieving significantly higher ROI on a medium they had never previously considered

Driving Revenue Through Value-Led Business Development

Secured a \$200,000 contract directly with a major Canadian grocery chain (2016)

- Bypassed the traditional subtrade model and identified a key decision-maker using industry association connections gained through value initiatives
- Positioned employer as a national capacity provider, and initiated a pilot across two locations as the entry point to a Canada-wide agreement

Exceeded annual corporate fundraising targets across portfolio of up to \$5M (2007-2011)

- Practiced consultative account management and service across finance, legal, and manufacturing SMEs to consistently exceed annual goals
- Collaborated cross-functionally with marketing, communications, and data analysis to leverage strategic messaging and identify opportunities within accounts

Transforming Gaps Into Guaranteed Revenue

Generated \$15,000 in revenue within 6 months through a pilot workshop (2021)

- Developed a Gold Seal-accredited workshop that required zero promotional spend and guaranteed recurring annual revenue
- Identified a gap in the organization's professional development curriculum and designed the program specifically to qualify for certification-guaranteed delivery

Building Pipeline Through Subject Matter Authority

Established employer as a preferred specified contractor with one of the largest industry consultancies in Canada (2017)

- Built authentic relationships through volunteer work on an industry association education committee
- Converted a voluntary leadership role into a direct, recurring revenue outcome through the project specification process

Positioned employer as the subject matter authority, generating an immediate increase in estimate requests (2017)

- Identified misinformation and confusion regarding fire code regulations among industry consultants as a barrier to employer's business
- Leveraged voluntary, industry association, education committee role as an opportunity to educate and reassure decision makers
- Engaged regional a fire chief in an educational talk on bylaw and fire code compliance, reassuring industry consultants and causing them to pursue employer as subcontractor

Unlocked a previously inaccessible enterprise prospect through service and needs alignment (2019)

- Invited to facilitate an industry association education event that positioned me as a subject matter expert and gave me access to new contacts
- Connected with a new colleague who identified a potential recycling partnership that would solve employer's access barrier to an enterprise level prospect and allow them to competitively bid on major projects

EDUCATION

Honours Bachelor of Arts, Religious Studies and Conflict Resolution | McMaster University | 2000

CERTIFICATES

AI Fluency for Educators — Anthropic Academy | 2026 (in progress)

Introduction to Generative AI Agents — LearnPrompting.org | 2025

Prompt Engineering — Udemy | 2025

Learning and Development Certificate — ESSEC Business School | 2024

Diversity and Inclusion in the Workplace — HR Certification Institute (HRCI) | 2024

Instructional Design (Levels I, II, III) — Noble Work Foundation | 2023

TESOL/TEFL Certification (120 Hour) — World TESOL Academy | 2022

TOOLS & TECHNOLOGY

AI & Productivity: ChatGPT (Custom GPTs, Agents), Claude (Artifacts, Cowork), Gemini, NotebookLM

Learning & Instructional Design: Articulate Rise 360, Kajabi, Wix Courses, Canva, Meiro, Dadan

CRM & Revenue Tools: Salesforce, Blackbaud, Copper

Analytics & Survey: SurveyMonkey, Typeform, Google Forms, QuestionPro

Mentoring & Communities: Mighty Networks, Wix Groups, Membership.io, Mentorworks

Collaboration & Project Management: Google Workspace, Microsoft 365, Asana, Slack

References Available Upon Request