

Brian W. Anderson

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Portfolio: www.briananderson.cc

Professional Summary

Strategic Operations & Enablement professional partnering with businesses to transform operational chaos into scalable systems. Expert at aligning people, processes, and technology with overarching business goals. By analyzing core workflows, developing streamlined SOPs, and creating custom team training programs, I bridge the critical gap between strategy and execution—driving efficiency, increasing team capacity, and enabling sustainable revenue growth.

Skills and Abilities

Strategic Planning • Business Process Analysis • Workflow Mapping • SOP Development • Operational Streamlining • Project Management • Instructional Design • ADDIE Methodology • Adult Learning • Sales Enablement • Business Development • Sales Operations • Strategic Operations • User Experience Design (UX)

Professional Experience

Tarlo Consulting Group (04/2025 - Present)

Operations and Enablement Consultant

- Conducted needs analysis with clients to identify performance gaps and redesigned internal workflows for greater efficiency.
- Designed and produced instructional video tutorials (microlearning) for EMR software serving as on-demand job aids to ensure process adherence and consistent system use.
- Manage administration of client's LMS (Learning Management System) to ensure market facing learning materials are organized and accessible through a Module/Lesson hierarchy and downloadable resources are appropriately categorized.
- Manage Monday.com for both internal projects and client work to ensure stakeholder transparency and project progression.

Madwire (04/2018 - 04/2025)

Senior Partner Manager - Marketing 360 (12/2021 - 04/2025)

- Managed the full project lifecycle for a Partner Management Software (PMS) implementation, collaborating with stakeholders and Subject Matter Experts (SMEs) to define scope, manage integration, and ensure a smooth user transition.
- Applied the ADDIE model to design, develop, and implement a blended learning curriculum for a university ePortfolio program, combining eLearning modules with a capstone project to ensure skill mastery.
- Authored and designed comprehensive sales enablement materials, including job aids and sales materials, to equip Agency Consultants with the knowledge to effectively acquire new resellers.
- Led a cross-functional team in executing design services for partners while providing coaching and performance support to ensure quality standards were met.

Partner Manager - Marketing 360 (11/2019 - 12/2021)

- Reversed a partner's project success rate from 70% failure to a **95% success rate** by identifying operational and performance gaps and implementing redefined business processes, deploying new service SKUs, and developing sales enablement resources and coaching standards.
- Implemented Partner Success Plans to grow partner engagement resulting in an increase in quantity and quality of leads.
- Created and managed ongoing nurture campaigns to drive partner engagement and improve the quality of inbound sales leads.

Sales Specialist - SpaceCraft (04/2018 - 11/2019)

- Authored and deployed a standardized process for pipeline management through Instructor-Led Training (ILT) sessions and physical job aids to drive consistent forecasting methods across the team.
- Designed and facilitated ILT sessions and physical job aids to teach sales team techniques for capturing more leads through online chat.
- Developed a revised commission structure for the sales team to more accurately align bonus compensation with concurrent client acquisition goals.
- Qualified and nurtured inbound leads within the web/digital SaaS industry

Check Point Software Technologies (04/2017 - 11/2017)

Territory Development Manager

- Maintained 100% client retention during 5 month period of 80% team loss
- Developed and executed a plan of attack to grow business in white space accounts
- Built and expanded partnerships with business channel to reach new prospects

Cima Solutions Group (08/2014 - 04/2017)

Promoted from Marketing Intern to Inside Sales Representative to Public Sector Account Manager

- Acquired new accounts by nurturing prospects through the full sales cycle
- Secured solutions and services for three government purchasing contracts
- Achieved 115% of 1H16 quota prompting move to outside sales role
- Facilitated success of territory managers through handling of sales operations tasks and sales discovery meetings
- Executed sales and marketing campaigns to update existing clients on new offerings and discover new clients

Education

University of North Texas Denton, TX

Bachelor of Arts in Music, Cum Laude (2014)

Break Into Tech User Experience (UX) Bootcamp - SkillCrush

(01/2024 - 06/2024)