

BRETT JAMES POWELL, M.A.

EXECUTIVE LEADER | GLOBAL ENABLEMENT | TRAINING & EDUCATION | STRATEGIC LEARNING TRANSFORMATION

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SUMMARY

Visionary learning executive with 20+ years of experience designing, scaling, and leading global education and enablement programs. Proven track record of driving revenue growth, enhancing customer adoption and retention, and leading enterprise-wide transformation through innovative learning strategies. Recognized expert in digital learning innovation, AI-powered training solutions, and operational excellence. Adept at leading global teams and aligning cross-functional initiatives across Customer Success, Sales, and Product organizations.

EXPERIENCE

Vice President, Education Services

Coupa Software 01/2021 - Present Foster City, California

Global SaaS leader in Business Spend Management solutions.

- Built and led a global education and enablement team to support 3000+ customers, 1000+ partners, and all internal employees.
- Drove the transformation of Coupa's education strategy from instructor-led training to a digital, subscription-based delivery model.
- Launched AI-powered, role-based learning pathways, in-app training, and gamified certification programs, improving adoption and engagement.
- Achieved 260% revenue growth, increasing P&L from \$3.4M to \$12.2M in four years with an 85% operating margin.
- Designed and launched the Coupa Learning Pass, improving customer retention and satisfaction through scalable, on-demand education.
- Expanded global certification offerings, driving 20% YoY growth and issuing over 11,000 LinkedIn badges annually.
- Aligned closely with Sales, Product, and CS leaders to deliver high-impact programs that supported key business objectives.

Senior Director, Global Enablement

Coupa Software 08/2018 - 01/2021 San Mateo, California

- Established Coupa's first global enablement function, consolidating programs for Sales, Services, and Partners under a unified strategy.
- Created and branded Coupa Value Academy, reducing ramp time for sales by 3 months and aligning onboarding with company values and strategic goals.
- Pioneered virtual delivery platforms during the COVID-19 pandemic, ensuring business continuity and engagement.
- Designed functional enablement workshops for global Sales and Services teams, achieving a 98% satisfaction rate from participants.
- Designed and implemented the Coupa customer service methodology for Global Support team focused on consultation skills.

Director, Global Training & Enablement

Equinix 01/2015 - 05/2018 Redwood City, California

Global provider of data center and interconnection services.

- Built and led a global enablement team supporting Customer Success Managers and call center employees across EMEA, APAC, the Americas, and Offshore locations.
- Delivered 20,000+ training hours annually, achieving a 97.8% satisfaction rate while supporting 6 major deployments and resolving over 2,100 support tickets.
- Identified and optimized all enablement systems and tools including creation of global team portal, support chat, social collaboration tools, cloud-based and project management systems resulting in 30% increased efficiency.
- Transitioned the organization from a customer service focus to a customer success model, enhancing both employee skills and customer satisfaction.
- Managed global training initiatives for four M&A integrations, ensuring seamless operations across regions.

STRENGTHS AND ACHIEVEMENTS



Revenue Growth and Performance Impact

\$26.8M in Bookings: Created and implemented a global vertical knowledge curriculum at Equinix, directly contributing to \$26.8M in bookings over three years.

3-Month Ramp Time Reduction: Developed the Coupa Value Academy, reducing new hire ramp time by three months for sales teams.

20% Growth in Customer Certifications: Achieved 20% YoY growth in certifications through innovative enablement strategies and expanded training offerings at Coupa.



Efficiency Gains and Scalability

1000+ Global Participants: Successfully transitioned Coupa's instructor-led enablement programs to a virtual format during COVID-19.

ILT to Elearning: Transformed Coupa education offering from 3 ILT course to 40+ online certifications in less than 2 years.

30% Efficiency Increase: Optimized enablement systems and tools at Equinix, resulting in a 30% increase in productivity for global enablement teams.



Enablement Reach and Adoption

11,000 Certification Badges Annually: Drove Coupa's customer training strategy, resulting in over 11,000 certification badges posted on LinkedIn annually.

120 System Enhancements Supported: Led global enablement support for Equinix, executing 120 system enhancements and delivering targeted training to ensure adoption.

20,000+ Training Hours Delivered Annually: Oversaw the delivery of extensive global training programs at Equinix, ensuring consistent skill development.



Leadership and Strategic Impact

100+ Team Members Led: Built and led cross-functional enablement teams of 100+ employees across multiple regions and time zones.

M&A Integrations: Managed enablement strategies for several mergers and acquisitions at Coupa and Equinix, ensuring seamless onboarding and knowledge transfer.

Executive Leader for Coupa Inspire annual conference in NA and EMEA for Customer Training Day generating a 4.2/5 customer positive satisfaction score.



Operational Success

Education Services Dashboard: Led efforts to create first real time training consumption dashboard to monitor and report on enrollments and certification data.

KPIs and Metrics: Developed countless high-impact user satisfaction surveys and competency tools to measure and report on training impact and outcomes.

ADDITIONAL EXPERIENCE

Senior Manager, Global Sales Enablement

- Equinix05/2011 - 01/2015Redwood City, California
- Designed and implemented a sales intelligence portal, streamlining content access and boosting sales productivity.
 - Created a global vertical knowledge curriculum, resulting in \$26.8M in additional bookings over three years.
 - Led the development of Equinix's first interactive iPad selling experience, providing mobile-enabled tools for the sales team.
 - Delivered global workshops focused on vertical knowledge, negotiations, and sales leadership skills, achieving consistent revenue-driving outcomes.

National Ad Sales Training Manager

- Comcast01/2010 - 05/2011San Francisco, California
- Leading telecommunications company.
- Developed and implemented a sales management training program, reducing churn and improving sales performance across the Ad Sales division.
 - Improved sales hire productivity by 15% by standardizing onboarding processes.
 - Managed all vendor relationships, quality assurance, project management, and media production for learning content.

Senior Manager of Learning & Development

- Comcast11/2008 - 01/2010Livermore, California
- Led the implementation of the *Direct Sales New Hire Program*, generating \$1.6M in added revenue.
 - Successfully managed the One California Leadership Development Program, Customer Guarantee initiative, and Project Cavalry HD conversion training programs.
 - Developed and implemented call center training for sales, billing, and technical support with high adoption rates and learner satisfaction scores.

Manager of Learning Design

- Comcast05/2006 - 11/2008Denver, Colorado
- Created the first online learning environment producing over 30 elearning courses for customer care, technical ops, HR, marketing, and leadership.
 - Designed, developed and implemented the Bullseye New Hire and Onboarding Program for division call center employees.
 - Directed, produced, and launched the video based 123 Customer Communication learning initiative.

EDUCATION


Master's Degree in Educational Technology

San Diego State UniversitySan Diego, California

Bachelor's Degree in Social Psychology

UCLAWestwood, California

STRENGTHS AND ACHIEVEMENTS



Recognition and Impact

Achieved High Learner Satisfaction: Consistently maintained satisfaction rates above 95% for training programs, demonstrating their relevance and quality.

Enhanced Employee Engagement: Increased engagement and retention through innovative leadership development programs like Comcast's One California Leadership initiative.

Recognized for Excellence: Acknowledged for implementing cutting-edge enablement strategies with Brandon Hall Award in 2024.

INTERESTS



Travel and Cultural Exploration

Enjoy traveling and exploring diverse cultures, which enhances my global team management skills. Visited and worked in five of the seven continents to date. Avid geo-runner.

CORE COMPETENCIES

- Learning and Development Strategy
- Global Leadership and Team Development
- Employee, Customer, and Partner Enablement
- Blended Learning and Digital Transformation
- AI Learning and Development
- Revenue Growth and P&L Management
- Organizational Change and Performance Optimization
- Strategic Partnerships and Stakeholder Collaboration
- Adult Learning & Organizational Development
- Data-driven Insights and Analytics