

JENNY MCCLINTOCK

505 Coffield Drive, Greer, SC 29650

301-717-8284

jenny.a.mcclintock@gmail.com

DIRECTOR: SALES & PRODUCT STRATEGY

Extensive experience in the EdTech industry and 5+ years in B2B sales, developing and delivering innovative, compelling and differentiated market positioning and business development initiatives. Ability to translate and communicate complex topics in a variety of forums, tailoring communications to effectively fit and influence the targeted audience; strong executive presence, presentation and communication skills. Proven growth mindset. Bilingual with international experience.

EDUCATION

Lesley University

Master of Instructional Technology (M.Ed.)

Cambridge, MA

2009

Clemson University

Bachelor of Arts in Education with Minor in Spanish (B.A.)

Clemson, SC

2003

PROFICIENCIES

SaaS, LMS, Sandler Sales Training, Challenger Sales Methods, Salesforce, Microsoft Office Suite, G-Suite, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Camtasia, WordPress, GoToMeeting/GoToWebinar, Expensify

AREAS OF EXPERTISE

- Strategic Analysis, Planning, & Execution
- Understanding of SaaS & Enterprise-Level Sales
- Product Marketing & Evangelism
- Leadership & Management
- Consultative Solution Selling
- Creative Thinking & Problem Solving
- Business Development
- EdTech Trends & Technology Integration
- Leading, Coaching & Motivating Teams
- Networking, Partnering & Alliance Building
- Executive-level and C-Suite Interactions
- Project Management

EXPERIENCE

Director, US Sales and Product Strategy, itslearning Feb 2017 – Present

Led the development of a strategic framework for the US organization including formalizing and leading the strategic planning process, focusing on long-term trends and competitive intelligence.

- Executed the development and implementation of consistent practices and strategic frameworks across the sales, marketing and product teams to drive organizational growth.
- Served as a key advisor to VP of Sales and Marketing on critical changes in the competitive landscape, global marketplace and external business environment, directing a team of 26+ on sales and product knowledge and strategies.
- Served as a thought leader to product teams, impacting product developments and competitive insights.

Regional Director, itslearning

Dec 2015 – Feb 2017

Used a consultative sales approach and thorough understanding of the market to tailor and sell software solutions to C-level contacts based on identified needs and strategic goals/outcomes. Developed and implemented territory growth strategies, supporting all aspects of the sales cycle including detailed research to develop a complete view of operations while building a pipeline of 1+ million dollars.

Head of Educational Strategy, Swivl

Mar 2015 – Nov 2015

Led a variety of cross-functional change initiatives to improve market awareness and organizational growth. Optimized organizational efficiency and resource allocation, developing long term strategies to win new business and expand existing business. Managed the creation of content to support the development of sales collateral, training, and external communications.

Educational and Sales Support Specialist, itslearning

Nov 2013 – March 2015

Managed the development and execution of sales performance improvement strategies in alignment with sales leadership expectations and business goals.

- Acted as a key contributor at leadership level discussions between product and sales, actively advocating for customer needs in alignment with market research.
- Built strategic development processes and platforms to meet needs of both customers and sales team members.

Educational Consultant, Promethean

Sept 2010 – Oct 2013

Led the design strategy, development, and implementation of key learning initiatives and training programs, collaborating with internal teams to prioritize learning and development initiatives based on business needs. Managed relationships with internal and external stakeholders, serving as a thought leader in educational technologies.

Teacher, Oakview Elementary

Aug 2006 – Sept 2010

Educated students in all subject areas and mentored and supervised student teachers. Served as coordinator and chairman of the Invention Convention. Served on science committee and developed science curriculum. Served on the Clemson University Advisory Board.

Director of Spanish Program, Mitchell Road Christian Academy

Aug 2004 – June 2006

Teacher, Doulos Discovery School, Dominican Republic

Aug 2003 – July 2004

Educated students in Spanish and English. Advised administrators, coordinating and organizing the general curriculum while observing, aiding and mentoring the teaching staff.