

JASON VINCİK

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TOP-PERFORMING GTM ENABLEMENT LEADER

Visionary GTM Enablement Leader with 20+ years of experience building comprehensive enablement functions for global SaaS companies and startups. Orchestrated training for over 10,000 global employees and partners, driving efficiency for billable resources and cutting onboarding time by 75%. Seeking a leadership role in GTM Enablement to drive strategic growth and innovation by leveraging deep expertise in program development, change management, M&A, and adult learning methodologies.

WORK EXPERIENCE

Smart & SaaS; New York, NY

2024 - Present

Executive Consultant, GTM Enablement

- Design go-to-market functions that scale with market-tested strategies, frameworks, processes and best practices that enable revenue teams across Sales, Marketing, Customer Success, Professional Services, Product, Technical Support, and Partners.
- Transform Sales Enablement teams into Revenue Enablement powerhouses that align customer-facing teams with GTM strategies.
- Evaluate business processes to standardize best practices for scalability and growth.
- Establish content collaboration platforms that drive consistency in delivery across all customer touchpoints.
- Craft customized learner journeys that accelerate onboarding and skill development.
- Design practical skill-building workshops tailored to specific SaaS market challenges.
- Lead full-scale LMS setup, and implement sales tools to align cross-functional teams with best practices and standardized content.

iCIMS; New York, NY

2020 - 2024

Director of GTM Enablement

- Built the global training and enablement function from the ground floor with foundational programs, processes, learning paths, courses, operations, and technology for the leading SaaS HR Talent cloud company.
- Led the creation of full cycle learner journeys for Professional Services, Customer Success, Partners, Sales, and Technical Support using adult learning methodologies, and leveraging support from SMEs.
- Managed a high-performing team that trained 2,000+ global employees and contractors on new processes, products and skills by designing and delivering instructor-led courses in classroom, virtual training and hybrid training formats.
- Redesigned onboarding and ongoing training with scalable methods, freeing up billable resources to work on customer projects.
- Rebuilt all training courses and programs with the LEAP adult learning methodology, ensuring every type of learner can Learn, Engage, Assess, and Perform with successful outcomes.
- Partnered with Customer Success, Sales, Professional Services and Technical Support leadership to define role capabilities and skill gaps, and designed actionable enablement plans.
- Aligned Customer Training with internal courses, content, and materials.
- Worked with senior leadership and product managers to design an evolving seasonal product release strategy and courses to train customer-facing teams, partners, and customers.
- Partnered with senior leadership to refine global business processes for scalability and growth.

- Managed course design in Articulate 360 and Rise, SCORM content upload, reporting, and administrative operations within Cornerstone LMS.
- Led complex global cross-functional projects, including Cornerstone to Workday LMS migration, Highspot implementation, and the onboarding and integration strategy for multiple company acquisitions.
- Built a Services Enablement Hub connecting Microsoft SharePoint, SalesForce, and Highspot to centralize learning resources, collaborate on cross-functional materials, and unify best practices across the customer lifecycle.
- Aligned with cross-functional go-to-market leaders to define KPIs and enablement success metrics.
- Increased quarterly training completion rates to an average of 97% by spearheading executive-sponsored change management programs.
- Reduced onboarding time from 12 weeks to 3, accelerating revenue realization for billable employees.

Adobe; New York, NY

2014 - 2020

Senior Enablement Manager, Global Services & Partnerships

- Designed comprehensive onboarding programs for new consultants, partners, project managers, and sales teams that drove methodology adoption and enhanced customer success for the leading SaaS B2B and B2C Digital Media company.
- Led course development, platform governance, and administrative oversight in the Canvas LMS to ensure consistent delivery, compliance, and an optimized user experience.
- Spearheaded the planning and design of Marketo mastery certification programs, workshops, boot camps, and best practices for global customers, Professional Services, and partners.
- Translated business needs into effective training products and streamlined global processes.
- Enhanced training programs by updating content/methodologies to meet industry standards.
- Built enablement paths with global leadership to ensure alignment with organizational goals.
- Developed training courses that supported ongoing growth and development for global teams.
- Led workshops that empowered team success through targeted skill-building initiatives.
- Trained customers on the Marketo Engage platform.
- Crafted metrics to assess program impact, effectiveness, and skills enhancement.
- Performed needs assessments with leadership to identify critical skills gaps.
- Improved employee satisfaction scores by aligning expectations to clearly defined learner journeys.
- Generated \$200,000 in annual recurring revenue by introducing a new Partner Workshop SKU.

Hell's Kitchen Apps; New York, NY

2000 - 2014

Digital Experience Consultant

- Founded a multifaceted digital design agency delivering innovative solutions across web design, branding, marketing, app development, and AI agent automation.
- Pioneered the integration of cutting-edge AI technologies with traditional design approaches to create seamless and intelligent digital experiences for clients.
- Led a diverse team of freelance creative and technical professionals to transform complex client challenges into elegant, functional design solutions.
- Established and managed strategic alliances while implementing UX/UI design principles and Agile methodologies to enhance digital product offerings.
- Consistently delivered projects exceeding client expectations by balancing aesthetic excellence with technical performance and business objectives.
- Designed customized sales and marketing strategies for SMB clients across retail, real estate, mental health, and fitness industries that drove measurable revenue growth.
- Created and implemented sales enablement programs that significantly increased qualified leads in client pipelines.

- Streamlined operational efficiency through strategic CRM implementation, website development, and deployment of marketing automation systems.
- Delivered comprehensive market analysis and competitive intelligence that helped clients capture additional market share within their respective industries.
- Developed customized marketing playbooks and best practice guidelines spanning digital marketing, content strategy, and social media engagement for sustained client success.

Aviation Week; New York, NY
Marketing Manager

2009 - 2011

- Provided marketing support and platform training to cross-functional teams for the world's largest publisher of aerospace and defense industry news and publications.
- Developed and implemented traditional and digital marketing campaigns to attract aerospace and defense executives to conferences, events, tradeshows and webinars.
- Specialized in social media marketing, advertising, SEO, email marketing and interactive media.
- Leveraged the Eloqua marketing automation platform to develop inbound and outbound marketing programs, including email marketing, and offline printing campaigns.
- Trained cross-functional teams on Eloqua campaign-building and email marketing best practices.

SRJ Marketing Communications; Dallas, TX
Senior Account Director

2007 - 2008

- Provided senior level strategy development, trained and coached junior associates and interns, online marketing campaign development, project management, marketing, advertising and public relations for full-service marketing communications agency.
- Developed integrated marketing solutions for top firms, including City of Dallas.
- Produced and implemented strategies utilizing online media, digital technologies, direct mail, newspaper, magazine, email marketing, outdoor advertising, radio, and TV spots.
- Analyzed website traffic data and provided monthly reports to clients, including A/B testing for client landing pages using Google Analytics.
- Developed marketing, communications, and public relations plans.

The Leukemia & Lymphoma Society; Dallas, TX
Marketing Manager

2003 - 2007

- Developed and maintained comprehensive marketing communications function for world's largest voluntary health organization dedicated to blood cancer research, patient aid and education.
- Specialized in email marketing, web design, collateral design, direct mail campaigns, special events, business development, volunteer training, fundraising and public relations.
- Developed marketing strategies, ad campaigns and public relations strategies that attracted corporate sponsors, participants, patients, volunteers and donors to the organization.

Fallon Communications; Houston, TX
Team Trainer

2000 - 2003

- Designed customer service training programs for telephone operators at one of largest call centers in Texas.
- Trained customer success team to design and configure accounts on EVE call center platform.
- Monitored call quality and performed detailed assessments of staff to improve customer service.

- Produced needs assessments and quality assurance reports and delivered results to the leadership team along with recommendations and opportunities for improvement.

TECHNOLOGIES, CERTIFICATIONS, AWARDS, SKILLS

Technologies: Microsoft Office Suite • Articulate 360 • Storyline • Rise • Workday LMS • Canvas LMS • Cornerstone LMS • ChatGPT • Claude • Generative AI • Prompt Engineering • Adobe Captivate Prime • Marketo Engage • Salesforce • Adobe Illustrator • Adobe Photoshop • HTML • CSS • WordPress • Elementor • SharePoint • Anthropic API • Canva • N8N • Gong • Gainsight • Slack • Trello • Jira • Microsoft Teams • Zoom • Google Workspace • SAP SuccessFactors • LinkedIn Learning • Tableau

Certifications: Certified Professional Trainer, The Bob Pike Group • Marketo Certified Solutions Architect, Marketo • Adobe Certified Master, Adobe

Education: Houston Community College, Business Administration & Marketing

Awards: Pike's Peak Award for Learning Performance, The Bob Pike Group

Skills: High-Impact Training Programs • Training Function Establishment • Training Course Development • Customer Training • Training Impact Analysis • Skills Gap Assessment Design • Workshop Design • Customized Learning Journeys • Employee Onboarding • LEAP Adult Learning Methodology • GTM Enablement • Change Management • Global Business Process • Global Training Standardization • Employee Retention Strategy • Centralized Learning Management • Seasonal Product Enablement • Go-to-Market Strategy • Partner Revenue Generation • Cross-Functional Leadership • Merit-Based Accountability • Operations • Operations Technology • Technical Enablement • Employee Training • Learning Management Systems • Services Enablement • Sales Enablement • Business Process Improvement • Business Alignment • Go-to-Market Enablement