



## Contact

### Phone

510.484.9669

### Email

mail.newman@gmail.com

### Location

Metro Detroit, MI & Remote

## Education

2010 - 2012

**Master of Business Administration**

Presidio Graduate School

2006 - 2008

**Bachelor of Arts w/ Honors**

University of California, Santa Cruz

## Expertise

- Executive Enablement Strategy
- Revenue-Focused Program Design
- High-Impact X-Functional Facilitation
- Adult Learning & Development
- Adoption & Accountability Systems
- Sales Governance & Optimization

## Certifications

**PRAGMATIC** Product Marketing & Management (2025)

**SANDLER** Sales Certified (2024)

**ASLAN** Certified Trainer (2022)

# Rachel L Newman

## Enablement Leader

Strategic and results-oriented professional with a strong record of driving alignment, clarity, and impact across teams and initiatives. Known for translating complex ideas into actionable strategies that accelerate performance and deliver measurable outcomes. I bring a thoughtful, purpose-driven approach to leadership, fostering collaboration and elevating both people and business results.

## Experience

### 2025 - PRESENT

The Pragmatic Institute

#### Director of Enablement

Founded and scaled Pragmatic's first global sales enablement function, aligning Sales, Marketing, and Product to accelerate growth and operational efficiency. Built scalable enablement infrastructure and programs—including onboarding, call coaching, playbooks, and peer coaching—that improved discovery quality, reduced ramp time by 30%, and increased qualified pipeline by 20%+. Partnered with executives to deliver the 2025 Sales Kickoff (Value. Vision. Velocity.), unifying GTM strategy and reinforcing culture through leadership alignment and recognition. Embedded ValueSelling and Pragmatic Framework methodologies into the sales motion, supported by KPI-driven performance tracking to measure adoption, deal velocity, and ROI.

### 2023 - 2024

Quid

#### Director of Sales Enablement & Sr. Sales Enablement Manager

Spearheaded content and messaging development for a successful GTM brand relaunch, driving a 15% increase in brand awareness and 28% increase in sales from the Quid team. Led Sandler Certification for the global sales team, ensuring consistent adoption of best practices. Managed relaunch core sales tools— Seismic, Confluence Wiki, and Gong—enhancing efficiency and collaboration across the org.

### 2020 - 2023

DoorDash

#### Sales Enablement Manager & Sales Enablement Lead

Contributed to DoorDash's hyper-growth from \$4b (pre pandemic) to approximately \$8.6 billion, which was a 31% increase from the previous year. Collaborated with internal stakeholders to conduct needs assessments, identify gaps, and design targeted training programs, streamlining onboarding curricula, and establishing efficient processes to drive team performance.

### 2018 - 2020

InsideView

#### Customer & Sales Enablement Manager

In my tenure at InsideView the team achieved record-breaking performance, including a 21% annual ACV growth and over 20% YoY growth. We doubled the number of \$100K+ deals, and secured a landmark partnership deal with Salesforce.com, significantly boosting our market presence and revenue.

## Reference

### Laurie Pace

InfoTrack US / VP Marketing

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### Carrie Aguilar

Innov8 Growth Partners / Founder

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