PATRICIA PERAL

Enablement Leadership & Revenue Strategy

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ABOUT ME

Helping go-to-market teams fulfill their potential by creating repeatable, scalable processes and continuous learning opportunities. AI native: I build the skills, automations, and coaching tools that help sellers prioritize their time and show up prepared.

PROFESSIONAL EXPERIENCE

Head of Enablement • *Synack*

- Consolidated the sales motion into automated AI skills and scheduled tasks that help sellers prioritize their deals and spend time where it drives the most impact
- Built AI driven research and discovery frameworks that prepare sellers for more impactful conversations
- Developed AI driven coaching, built on real call data at scale, to sharpen seller performance

Sr. Manager, Enablement Operations & Instructional Design • *Infoblox*

- Built AI driven sales conversation practice and feedback modules, so sellers could rehearse real conversations and get coaching whenever they needed it, not just on a set cadence
- Used AI to keep enablement content current and to analyze what was working, across a worldwide sales organization spanning diverse regional teams
- Managed large-scale enablement projects to support new product introductions, optimize new tool adoption, and drive behavioral change
- Increased content engagement by 62% in 90 days
- Improved sales tool adoption by 67%
- Boosted enablement platform usage by 48%

Sr. Director, Go-to-Market Enablement • *Beeline*

- Built ongoing learning cadence to support continuous development and improvement of the sales team: 80% pass rate on monthly knowledge checks
- Developed and delivered AE & SDR enablement program to support team growth and reduce ramp time, with 90% of sellers passing initial certification within 90 days
- Delivered yearly SKOs with an NPS of 80
- Launched and managed Lessonly LMS and Seismic Content management platform
- Collaborated with internal leadership and external partners for cross functional alignment
- Used AI tools to streamline content creation, seller efficiency, and reporting workflows

Head of Enablement • *Armis*

- Built the enablement function during hypergrowth (7x revenue in 18 months)
- Scaled onboarding from 9 to 65 sellers
- Launched and managed LMS for internal and partner learning
- Managed content through 3 rebrands in 18 months
- Owned yearly SKO program with Marketing and RevOps

Manager, Global Enablement Instructional Design • *Carbon Black*

- Led enablement through IPO and acquisition
- Scaled team from 3 to 17 in 18 months
- Developed internal and external enablement content
- Delivered sessions across 4 continents to 250+ participants, adapting content and facilitation style to local culture and business norms

Technical Training & Onboarding Manager • *Express Scripts*

- Developed CBT and instructor led training for 600+ new hires
- Delivered annual training to 500+ employees
- Provided coaching during new hire ramp
- Evaluated curriculum for effectiveness and ease of delivery

Project Management & Implementation Trainer • *ParkerVision*

- Delivered on site client training and go live support globally, adapting to local business culture along the way
- Provided 24/7/365 client support in four time zones
- Supported sales efforts with demos and trade show training

SKILLS

AI Agent Development · Seismic & Highspot · Sales Tools · Sales Process · Facilitation · Project Management · Reporting & Analytics · Data-Driven Decision Making

EDUCATION

Master of Education, Educational Leadership • American College of Education, Indianapolis, IN

Bachelor of Science, Journalism and Communications • University of Florida, Gainesville, FL

CERTIFICATIONS

Strategic Leadership: Impact, Change and Decision Making • Dartmouth College, 2024

Build Your Own GPTs • LinkedIn Learning, 2025

Google Project Management Specialization • Google, 2024

Certified Seismic Administrator • 2021

Sales Enablement • HubSpot, 2022

Microsoft Certified Educator • Microsoft, 2016

LANGUAGES

Spanish: Native or Bilingual · English: Professional Fluency