

**Print**

**Charter Review Committee Interest Form - Submission #20945**

**Date Submitted: 2/28/2023**

**Last Name\***

Greenfield

**First Name\***

Julie

**District # You Live In.\***

1

**Home Address\***

4226 North Ocean Dr

**City\***

Hollywood

**State\***

FL

**Zip Code\***

33019

**Home Phone**

**Cell Phone**

3214740511

**Email Address\***

julie.greenfield@me.com

**Owner or Renter \***

owner

**Number of years as city resident\***

3

**Are you registered to vote in Broward County? \***

Yes

**Education (highest degree / level)**

Bachelor

**Occupation\***

General Manager

**Work Phone**

3214740511

**Business Name\***

SAY Carbon Yachts Miami

**Business Address**

7345 W 20th Ave

**City**

Hialeah

**State**

FL

**Zip Code**

33014

---

**How many elections have you voted in and when was the last time you voted?\***

Every election since I was 18. Nov. 8, 2022

**How many City Commission or board meetings have you attended in the last 2 years? Please list:\***

5

**Why do you wish to serve as a member of the Charter Review Committee?\***

I am passionate about the City of Hollywood and my community and want to provide a voice for residents. I chose to live in Hollywood when moving back to South Florida because of the charm and open spaces along the barrier island.

**If appointed, what specific contribution(s) will you bring to the Charter Review Committee?\***

My professional experience includes experience in change management and facilitation, which I will bring to the committee to find a balance between remaining the same and making necessary updates to continue to build a strong community.

**Have you had any previous experience with a Charter review process?\***

No

**Please describe your qualifications as an applicant including your professional and/or volunteer experience or background.\***

I have over 30 years of professional experience spanning a variety of positions that required attention to details, facilitation and change management. I was active in employee resource groups to foster diversity, equity and inclusion.

**Do you currently serve on any City or County boards or committees? Please list.\***

No

**Have you ever served on any City or County advisory boards? Please list.\***

City of Hollywood Marine Advisory Board - appointed January 2023.

**List community / civic service involvement.\***

Hollywood Women's Club member  
Marine Advisory Board  
Women in Distress fundraising volunteer

**Attach Resume (only .doc and .pdf files)\***

Julie Greenfield Resume - Board.pdf

# Julie Greenfield

+1 321.474.0511 Hollywood, FL

[Julie.Greenfield@me.com](mailto:Julie.Greenfield@me.com) [jgreenfield@saycarbonmiami.com](mailto:jgreenfield@saycarbonmiami.com) [linkedin.com/in/juliegreenfield](https://www.linkedin.com/in/juliegreenfield)

A native of Florida, boater, water sports enthusiast and environmentalist. Past president, vice-president and board member of community and civic organizations.

---

## Professional Experience

### **General Manager, SAY Carbon Yachts Miami, Hialeah, FL – Remote – September 2022 – present**

- Strategic business advising; overseeing daily operations and sales activities
- Manage the development of regional and country-specific marketing plans and tradeshows to increase brand awareness, market engagement and drive pipeline.
- Develop and manage partner relationships

### **Board Member, City of Hollywood Marine Advisory Board – January 2023 – present**

- Participate in board meetings and subcommittees to support the mission of the board
- Provide recommendations to the City Commission on ways to support the mission of the board

### **Head of Revenue Enablement, CentralSquare Technologies, Lake Mary, FL – Remote – March 2021 – July 2022**

- Developed and executed revenue enablement charter supporting 220 employees.
- Directly managed 2 and 4 indirect/matrix employees.
- Advised CRO, 4 VP and 10 front-line managers on talent risk, development, and succession planning.
- Developed and executed multi-channel onboarding program reducing ramp time from 1 year to 90 days.
- Advised CIO to consolidate communication and content channels resulting in costs reduction.
- Led the design and execution of hybrid kickoff in 2 locations and remote for 300 employees.
- Actively participated in ERGs including Communications Chair for Elevate Women's Leadership. Designed and executed 1 internal and 3 external panels for annual user conference.
- Delivered 3 webinars and 2 podcasts for revenue and enablement industry.

### **Director Sales Enablement and Readiness, Brainshark, Waltham, MA – Remote – July 2019 – March 2021**

- Led project development, collaborating with C-suite across sales, marketing, product management and customer care. Led the curriculum development and executed the launch of the program.
- Partnered with CHRO to integrate M&A employees into the culture, learned their proven practices and created common shared practices.
- Developed thought leadership content for marketing collateral, webinars and in-person events for 7 public speaking engagements up to 500 attendees resulting in MQLs.
- Led midmarket sales team of 6 AEs during Director's family leave and other absences.
- Coached 6 midmarket AEs resulting in exceeding quota 4 consecutive quarters.
- Led HomeOffice2Win! by 2Win! Global to educate, evaluate and certify 75 sales, customer care employees and C-suite to enhance their virtual presence moving from 5% to 100% remote work.
- Designed and executed MEDDICC program, embedding into CRM/Salesforce and sales process.

### **Director Global Sales Enablement & Events, Ellucian, Reston, VA – Remote – April 2017 – June 2019**

Global Sales Enablement Manager – July 2015 – March 2017

Senior Sales Enablement Consultant – Jan 2014 – June 2015

- Advise C-suite and 4 Regional SVP leaders on communications including talk track, rehearsals, coaching and feedback to maximize effectiveness.

- Designed and implemented a global sales enablement team of 8 responsible for the onboarding, growth, and development of 300 internal employees.
- Led a matrix team across sales, pre-sales and services to onboard, and annually development 12 partner organizations across Latin America, Caribbean, Europe, Middle East, Asia Pacific, and North America. Inaugural training of 14 participants across 8 resellers resulted in 6 new ERPs.
- Coach 6 VPs and 10 front-line managers on techniques to manage organizational change, increase employee engagement, retention and promotion.
- Collaborated with CROs to execute 3 different sales transformations.
- Designed and executed a hybrid onboarding program supporting 300 employees, decreased ramp time across roles, increased retention and promotion.

Cloud Services Architect Solutions Consultant, Ellucian, Maitland, FL – Nov. 2010-Dec 2013

Account Executive, IKON-Ricoh, Maitland, FL

TechEaz Web Services, Small Business Owner, Apopka, FL

---

## **Skills**

DEI Workplace Certification  
Change Management  
Coach/Mentor

Public Speaker  
Facilitator  
Succession Planning

Learning & Development  
Process Improvement  
Communication

---

## **Education**

Bachelor of Science, Computer Information Systems/Nova Southeastern University

Diversity, Equity and Inclusion in the Workplace Certificate/USF Corporate Training and Professional Education, May 2021

---

## **Professional Organizations & Interests**

Hollywood Women's Club • Modern Sales Pros & DEI Committee Member • Sales Enablement Society • Women in Revenue • Sales Enablement Collective • RevGenius

Boating • Paddle Boarding • Diving • Environmentalist • Community Engagement • Yoga • Reading