

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 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