Kathleen Rector

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**Growth Strategy, Sales Enablement & Training**

* Design and execute go-to-market plans, including market segmentation, target customer identification, and sales strategy optimization.
* Establish and redefine company brand with existing and potential clients through a major merger and launch of multiple new service lines.
* Analyze sales performance data to identify skill, knowledge, and process gaps, implementing targeted strategies to improve effectiveness.
* Partner with VP of Strategy, SLT, and L&D teams to align sales training programs with organizational goals.
* Design and deliver nationwide sales training on networking, personal branding, and value-first selling.
* Create “Market Tool Kits” for Market Directors to accelerate ROI for new hires and drive immediate market impact.

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**Partnership Development & Management**

* Identify, evaluate, and establish strategic partnerships with key industry players, organizations, and influencers.
* Drive joint business opportunities through existing and potential partnerships, leveraging relationships for lead generation and sales growth.
* Represent the organization at industry events, conferences, and networking activities to promote services and strengthen partner relationships.

**Executive Coaching & Organizational Growth**

* Provide executive coaching for leaders and teams to shift culture, build trust, and elevate organizational performance.
* Develop and implement upskilling pathways, cross-functional collaboration strategies, and ecosystem-wide support networks.
* Guide leaders in personal branding, upward influence, and career growth strategies to strengthen leadership pipelines.

**Program & Project Management**

* Lead cross-sister company partnerships between technology leaders and teams to align priorities and drive innovation across brands.
* Deliver large-scale programs and projects from scope to completion, ensuring strategic alignment, on-time delivery, and budget adherence.
* Set milestones, track KPIs, and monitor progress to achieve measurable outcomes.
* Coordinate cross-functional teams, optimize resources, and mitigate risks through contingency planning.
* Serve as the central point of contact for leadership, technical teams, and partners, ensuring clear communication and managed expectations.
* Maintain project documentation and apply lessons learned to enhance processes and ensure long-term adoption of improvements.

**Process Improvement & Change Management**

* Evaluate hiring, onboarding, sales, and L&D processes to identify inefficiencies and implement targeted improvements.
* Foster a culture of continuous improvement through facilitated workshops and employee feedback initiatives.
* Document and standardize new processes with SOPs, workflows, and process maps.
* Develop change management strategies to ensure adoption, engagement, and sustainability of process improvements.

**Work History**

Strategic IT Engagement Manager

Advantage Technical (Part of SMG & Recruit Holdings)

December 2024 - Present

Austin, TX

Strategic Development & Community Engagement

Akkodis (formerly Modis)

January 2022 – November 2024

Austin, TX

Marketing Director

Austin ISSA

September 2023 - Present

Austin, TX

Regional Business Development Manager

Datawatch Systems

January 2017 - December 2021

Austin, TX

Social Media Marketing Director

GoLoveNow

May 2016 - June 2017

Austin, TX

**Education**

Marketing Management

Bachelors - 2019

Western Governors University

Business Administration

Associates - 2018

Austin Community College

aPHR Certified

Active Oct 2021 -Dec 2027

HRCI