

SPEAKER BIO



Roderick Jefferson Keynote & Transformational Speaker



Roderick Jefferson is an internationally recognized keynote and transformational speaker. Having given keynote presentations nationally and in 14 countries globally, he understands the power of sharing real-life strategies that work.

Roderick frequently presents at industry events and is the author of the Amazon #1 new release and bestselling books, "**Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence™**," the "**Sales Enablement 3.0 Workbook™**," and "**Stroke of Success™**." He is also a founding member of the Sales Enablement Society. Roderick has served on several Advisory Boards, including Autobound, Capella University, DemandFarm, Koridor, Leadoff.ai, National Speakers Association (NorCal), Sales for the Culture, Sellation Inc., and Walli Hr.

Roderick's deep experience in change management, leadership, and sales execution provides the appropriate credibility and business acumen to set the right tone for your conference. His compelling keynote speeches can set the tone at the start of a conference or bring it to a close with a bang!

When he's not working on sales enablement projects and programs, he can be found perfecting the art of barbecuing or playing bocce in his backyard with his family.



Roderick Jefferson



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