

JOSEPH D. LEASER

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PROFESSIONAL SUMMARY

An agile, results-oriented sales and operations executive, I excel at building and leading top-tier teams, securing new clients, and achieving multimillion-dollar revenue growth. My expertise lies in lifting people up, creating efficiency from chaos, and delivering real business outcomes that lead to enduring success.

CORE ACHIEVEMENTS

- Generated \$135M+ in new sales growth across multiple leadership roles.
- Guided 10 market managers to achieve Winner's Circle performance.
- Developed and executed Managed Service Program (MSP) sales and delivery strategies for extensive contingent workforce solutions.
- Rebuilt unprofitable markets during economic downturns, achieving record growth.
- Achieved 96% direct-report retention rate.
- Recognized as top performer in new client revenue and annual contract expansions.

PROFESSIONAL EXPERIENCE

Partner Success Manager, New Products — The Predictive Index (September 2021 – Present)

- Managed and expanded a \$25M+ channel partner portfolio, including domestic and international consulting firms licensing B2B SaaS subscriptions, workshops, and solutions.
- Owned full-cycle Partner process from recruiting through activation, including co-selling support.
- Drove consistent YOY growth and retention by delivering sales training, objection handling, and discovery coaching for new product launches and upgrades.
- Leveraged tools such as Salesforce, Gong, Google Business Suite, Domo BI, Slack, Microsoft Office, Teams, Zoom, and ChurnZero to optimize partner engagement and performance.

Principal Consultant — OuterLight Advisory Services (January 2020 – September 2021)

- Guided organizations in aligning business strategy with people strategy, improving culture and results.
- Leveraged people-data SaaS tools to improve engagement, diagnose challenges, and design high-performance teams.
- Built and launched organizational recognition programs tied to company purpose and milestones.

Vice President — Kelly Services (November 2015 – March 2019)

- Held P&L accountability for \$65M regional portfolio across 10 markets and 1,000+ client accounts.
- Led a team of 50 staffing and recruiting professionals, guiding previously underperforming leaders to 110%+ of performance goals.
- Drove expansion of Direct Hire fees and exceeded industry growth trends.

Director, Commercial Staffing Division — Acro Service Corporation (May 2012 – November 2015)

- Grew revenue from \$32M to \$70M through strategic expansion and large-scale contract wins.
- Expanded operations into five new states and executed high-complexity staffing programs.
- Led full-cycle program delivery from sales through implementation.

District Manager — Kelly Services (November 2009 – May 2012)

- Rebuilt an unprofitable market into a \$6M revenue leader.
- Expanded client portfolio from 4 to 30+ accounts, winning multiple on-site partnerships.
- Recognized for top revenue generation in new product launches.

EDUCATION

University of Toledo – Political Science

Owens College – Criminal Psychology