

# JOSEPH D. LEASER

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## PROFESSIONAL SUMMARY

An agile, data-driven, results-oriented leader, I excel at building and leading high performing teams, securing and renewing new clients, and achieving meaningful revenue growth. My expertise lies in optimizing talent, creating efficiency from chaos, and delivering real business outcomes that lead to enduring customer success and high employee engagement.

## 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 renewals and expansions.

## PROFESSIONAL EXPERIENCE

### Partner Success Mgr., New Products — The Predictive Index (September 2021 – October 2025)

- *Note: Position eliminated due to company-wide restructure.*
- Managed and expanded a \$25M+ channel partner portfolio of 100+ partners, including domestic and international consulting firms licensing B2B SaaS subscriptions, workshops, and solutions.
- Owned full-cycle Partner process from recruitment through activation, including co-selling support.
- Drove consistent YOY growth, renewals, and expansions by delivering sales training, objection handling, and discovery coaching for new product launches and upgrades.
- Leveraged AI tools along with others such as Salesforce, Gong, Google Business Suite, Domo, Figma, Lattice, Slack, Microsoft Office, Teams, Zoom, Seismic, Salesloft, and ChurnZero in order 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)

- *Note: Position eliminated due to Business Unit restructure*
- Held P&L accountability for \$65M regional portfolio across 10 staffing markets and 1,000+ client accounts in Upstate New York.
- 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 motions through implementation and management.

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

- Rebuilt an unprofitable staffing market into a \$6M revenue leader during recession.
- 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 – Completed coursework in Political Science

Owens Community College – Completed coursework in Psychology