

# JESSICA N. SIEMINSKI



Leader with over 20 years of experience in sales and services. My leadership philosophy is built on the foundation of being a coach and a learner. My role is to listen, challenge, and inspire. I care about leading with heart and encouraging new ways of thinking. I take pride in learning new things to make myself a better person, teammate, and leader to others.

## EXPERIENCE

**NATIONWIDE** —Columbus, Ohio September 2018 – Present  
**MANAGER, LEARNING & PERFORMANCE** April 2021 – Present

Leadership accountability for ten learning and performance associates responsible for the analysis, design, development, delivery, and evaluation of performance solutions for inbound solution centers.

- Redesigned training strategy to drive learner behavior changes aligned with business outcomes and expectations
- Collaborate with internal business leader partners to identify performance gaps and create learning and performance plans to support business goals and strategies
- Pilot new concepts to deliver better learner experiences and outcomes
- Evaluate effectiveness and business impact of learning initiatives

**MANAGER, INTERNAL SALES & SERVICE** September 2018 – March 2021

Leadership accountability for 15+ inbound representatives and maintaining service level standards and strong experiences to member and financial professionals supported by industry leading customer satisfaction scores from after-call survey results.

- Fostered professional development to strengthen skills and performance to prepare team members for higher-level roles within Nationwide
- Nurtured associate behaviors to promote digital adoption and deliver extraordinary care to members and financial professionals
- Coached and motivated associates to earn Securities Industry Essentials (SIE) and Series 6 licensing
- Led continuous improvement initiatives to enhance products, services, or processes that impact the Nationwide experience for members, partners, and associates in business segment

**GOLDEN EAGLE INSURANCE** —Columbus, Ohio April 2017 – August 2018  
**SR. MANAGER, MARKETING & SALES OPERATIONS**  
**SR. CUSTOMER SUCCESS MANAGER**

Advanced from leading customer retention and advocacy initiatives to driving sales productivity with inbound marketing strategies and CRM data and creating efficiencies with technology and innovation.

- Created marketing collateral, sales tools, customer-facing training materials, and contributed to content for company website
- Implemented, managed and analyzed CRM data to improve productivity and success
- Developed and implemented the account management strategy for new and existing customers including product training, site visits, and communication touch-points throughout the customer lifecycle
- Developed onboarding materials for new hires and cross-training

## PERSONAL INFO

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ePortfolio  
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## SKILLS

- ✓ Coaching & Development
- ✓ Performance Management
- ✓ Change Management
- ✓ Cross-functional Team Collaboration
- ✓ Strategic Planning
- ✓ Process Improvement
- ✓ Corporate Agility
- ✓ New Hire Onboarding
- ✓ Training (virtual / in-person)
- ✓ Instructional Design
- ✓ eLearning

## STRENGTHS

- ★ ACHIEVER
- ★ MAXIMIZER
- ★ STRATEGIC
- ★ INCLUDER
- ★ LEARNER

PEARSON —Columbus, Ohio

2008 – 2017

**MANAGER, CUSTOMER DIGITAL SUCCESS TEAM****CUSTOMER EXPERIENCE PROGRAM MANAGER/CURRICULUM MANAGER****SR. INSIDE SALES REPRESENTATIVE**

Excelled from inside sales to holding managerial and leadership roles in the services organization focused on outcomes-based implementation strategy and customer success for digital products in higher education markets.

**People Management**

- Led and coached ten customer success agents to support successful technology implementation with course build projects and systems training
- Conducted interviews, made hiring decisions, and facilitated onboarding program for new talent
- Maintained strong service standards supported by high customer satisfaction (CSAT) ratings and Net Promoter Scores (NPS) from after-call surveys

**Program Management**

- Leveraged adult learning theory, backward design, and instructional design principles (ADDIE model) to develop a scalable curriculum of synchronous and asynchronous training materials for educators
- Designed and created virtual training program offering Continuing Education Units (CEUs) to educators for multiple digital products to meet ANSI/IACET standards for accreditation
- Conducted virtual and in-person training to help educators implement digital products to efficacy

**Sales Achievements**

- 9.7% over goal (2009), 17.3% over goal (2010), 100% of goal (2011)
- Regional Awards: Highest Percentage Increase (2010), Rookie of the Year (2009), Leader Club (2009 & 2010), Regional Technology Trainer (2010 & 2011) and Career Development program (2011)

WARNER CHILCOTT LABS —Columbus, Ohio

2007 – 2008

**PHARMACEUTICAL SALES REPRESENTATIVE**

OPTION ONE MORTGAGE —Columbus, Ohio

2004 – 2007

**INSIDE SALES SUPPORT REPRESENTATIVE**

WELLS FARGO FINANCIAL —Columbus, Ohio

2002 – 2004

**CREDIT MANAGER****EDUCATION / LICENSES / CREDENTIALS****Master of Science in Management**

The American College of Financial Services—King of Prussia, Pennsylvania

**Bachelor of Business Administration in Marketing, *magna cum laude***

Ohio University—Athens, Ohio

**Series 6 & Series 26: Investment Company and Variable Contracts Products Representative & Principal**  
Financial Industry Regulatory Authority (FINRA)

**Resident Major Lines Insurance License: Property & Casualty**

Ohio Department of Insurance

**Registered Corporate Coach (RCC™)**

Worldwide Association of Business Coaches

**Kirkpatrick Certified Professional – Bronze Level & Strategic Evaluation Planning**

Kirkpatrick Partners