

PROFESSIONAL BIO:

BRITTANY LAURENT



Brittany Laurent is Vice President, Strategic Development and Principal at IMPAX Sales Performance, a nationally recognized sales consulting and training organization and a consistent Selling Power "Top Sales Training Company" and "Top Virtual Sales Training Company" awardee. Prior to joining the team in 2015, Brittany was a repeat client of IMPAX and helped to implement the IMPAX methodology at two separate organizations.

Brittany has held numerous marketing positions in enterprise and SMB environments covering: product management, communications, branding, promotion, social media, and sales and marketing alignment.

In her current role, Brittany is responsible for corporate brand strategy, communications and PR, social media, digital and virtual curriculum development, and other strategic initiatives.

Brittany is also responsible for business development, client management, and delivering training, facilitation, coaching, and speaking services. She has worked with an expansive variety of organizations from small to enterprise-level, and is passionate about the opportunity to help sales professionals and teams accelerate sales success.

Brittany holds a Bachelor degree in Communications from the University of Minnesota.