

# LAUNCHPAD

## The ROI of Sales Enablement in the Channel

4/21 1:15pm-1:30pm EDT

In this session, Russell Wurth, VP of Sales Enablement at Showpad is joined by Anthony Crissie, EVP of Enablement at LineDrive, in a conversation about how LineDrive's use of a sales enablement platform resulted in enhanced training, up-to-date and organized content as well as the sales enablement strategies they've put into practice to help scale their teams. You'll discover LineDrive's story from beginning to end and how sales enablement drives impact for the company.

### Speaker Bios:

#### Russell Wurth

Vice President of Sales Enablement, Showpad



Russell Wurth is the Vice President of Worldwide Sales Enablement at Showpad, overseeing the enablement of the company's revenue team as well as providing guidance and support to Showpad customers. A uniquely experienced sales and marketing executive, Russell has held leadership roles at Optiv, Cylance and Netskope, in addition to prior experience at both startups and large telecom enterprises. At Optiv, he established and led a solutions management team supporting sales enablement and marketing that helped achieve 400% revenue growth within six years.

Russell is passionate about helping revenue teams embrace digital transformation in order to solve customer problems in effective ways that create a unique and valuable buying experience. He earned a Bachelor of Science degree from the Colorado School of Mines before finishing Master of Business Administration and Master of Information Systems degrees from the University of Colorado Denver.

#### Anthony Crissie

EVP of Enablement, LineDrive



Anthony started his career focused on IT, sales, and management with CDW in Chicago, before joining LineDrive in 2006. For the past 15 years he has been a part of building LineDrive's nationwide success. Based out of the Chicagoland area, he spent the early LineDrive years in field sales before moving to Philadelphia in 2010 to focus on national account sales and to help LineDrive expand geographically. As a Regional Sales Manager for the East, he shared responsibilities for hiring and building the team of nationwide solutions consultants that exist today at LineDrive.

After spending 5 years managing sales teams, his efforts shifted to addressing LineDrive's vision in the areas of Marketing, Sales Operations, IT, and Training. With a passion for technology, Anthony has helped LineDrive to be an earlier adopter to systems and platforms such as ShowPad, ZoomInfo, and PipelineCRM, that are geared towards increasing sales growth and effectiveness at the IMR level. Anthony is on LineDrive's leadership team, as well as the customer advisory board for PipelineDeals.

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