

LES ADKINS

Senior Executive, Sales Training Leader and Content Specialist



EXPERIENCE

Board Member/Co-Founder

CryptoWave Labs Inc

2023 - Present Atlanta, Georgia

- Fintech Product Innovation:** Co-leading product strategy for **Bongo Crypto** (iOS/Android), an upcoming fintech app designed to mainstream cryptocurrency as a daily retail payment method.
- UX/UI Optimization:** Architecting a simplified, lightning-fast user interface designed to eliminate traditional crypto checkout friction, allowing users to execute point-of-sale transactions effortlessly.
- Go-to-Market Execution:** Partnering with cross-functional development teams to build, test, and refine core app functionalities ahead of a cross-platform public launch.

Instructional Designer ATD certification

Wellstar Health Systems

2020 - 2026 Atlanta, Georgia

- Enterprise-Scale Curriculum Design:** Collaborated with Subject Matter Experts (SMEs) using Articulate 360 Storyline, Vyond, and Synthesia to design and deploy Computer-Based Learning (CBL) systems to **40,000+ employees across 400+ locations**.
- Award-Winning Content Creation:** Concepted and produced an award-winning "Safety First" instructional video series using Vyond, creating "Mary"—a flagship animated character that significantly boosted learner engagement and safety compliance awareness.
- Instructional Tech Innovation:** Spearheaded the adoption of modern instructional software (Vyond and AI-driven Synthesia) across the Wellstar Design Team, modernizing legacy course architecture into dynamic, video-rich eLearning modules.

VP/ Co-Founder

The APocket Company LLC dba DigitalGift

2012 - 2023 Atlanta, Georgia

- Patented Product Development:** Co-created **DigitalGift** (iOS/Android), driving end-to-end product strategy and UX content design for a patented technology that revolutionizes the digital gift card market through multimedia personalization (video, audio, image, and text).
- Cross-Functional Leadership:** Partnered with engineering and design teams to map core system functionality, streamline user flows, and optimize feature rollouts for scalable mobile adoption.
- Strategic Growth Initiatives:** Conceptualized and launched the "Buy Local" merchant program, enabling small-to-midsize businesses to deploy enterprise-grade digital gift card solutions and drive localized consumer engagement.

Contract Trainer and Content Developer

Fred Pryor Seminars

2015 - 2020 Kansas City, MO

- Large-Scale Facilitation:** Spearheaded the delivery of 1,000+ customized private and public seminars across the United States, engaging groups from 16 to 500+ participants with consistently high impact.
- Rapid Curriculum Innovation:** Architected specialized training courses during the COVID-19 pandemic, including "How to Deliver Engaging and Interactive Online Training" and "Customer Service Strategies Amid COVID-19," to equip businesses and venues with critical remote-engagement skills.
- Instructional Design & Adaptation:** Converted training to online frameworks for seamless operations and customer service excellence during disruptions.

SUMMARY

Strategic Revenue Enablement Director and Instructional Design Innovator with an extensive track record of driving top-line growth, digital transformation, and organizational alignment across Fortune 500 companies and global enterprises. Leveraging frameworks like POST and HBDI, they have facilitated high-impact programs for over 1,000 international seminars and led system-wide eLearning initiatives using cutting-edge tools like Vyond, Synthesia, and Articulate 360 for workforces exceeding 40,000 employees. Their multi-faceted expertise spans architecting global sales enablement engines across North America, APAC, and EMEA—directly driving a 4.2% Q4 revenue increase and an 80% boost in client satisfaction—to leading cross-functional product development for patented, mobile fintech and digital commerce platforms (DigitalGift and Bongo Crypto).

KEY ACHIEVEMENTS



App Design Success

Increased user engagement by 30% with intuitive app interface and user experience design.



Seminar Development Master

Developed 1,000+ seminars, facilitating engaging online training for COVID-19 adaptation.



Top-rated Trainer

Achieved highest evaluation scores globally for training effectiveness, impacting 500+ participants.



Social Media Strategist

Led social media strategies, boosting client brand reach by 25% with targeted campaigns.

SKILLS

Social Media Marketing and Strategy

Technology Sales

Networking

Training & Development

Team Leadership

Blended Curriculum

Change Management

Relational Onboarding

Global Communication

Instructional Design ATD Certification

Vyond

Synthesia

Articulate 360 Storyline

DISC

Meyers Briggs

Cialdini Principles

CERTIFICATIONS

ATD Certified Instructional Designer

ATD

EXPERIENCE

Founder/CEO

OrangeWave Group previously Orange SMS Consulting

📅 2009 - Present 📍 Atlanta, Georgia

- **Organizational Strategy:** Championed social enterprise strategies for Fortune 500 clients using the POST framework, boosting brand awareness, revenue, and cross-departmental communication.
- **Curriculum and Development:** Designed and deployed blended learning programs, relational onboarding initiatives, and sales and leadership training tailored to strategic enterprise goals.
- **Change Management:** Led organizational alignment and change management efforts to successfully connect multi-level teams through modern social networking tools and collaborative platforms.

Master Trainer/ Reseller and US Representative

Total Inter Action

📅 2009 - 2017 📍 Manley, NSW Australia

- **Measurable Program Impact:** Delivered Whole Brain Thinking and HBDI-focused programs to Fortune 500 companies across the US and Australia, boosting client satisfaction by **80%** and doubling training evaluation scores (**100% increase**) for 1,000+ participants globally.
- **HBDI Curriculum Customization:** Designed and facilitated tailored HBDI learning frameworks that translated real-world leadership challenges into actionable, high-retention cognitive strategies for enterprise teams..
- **Business Development & Expansion:** Spearheaded regional business development initiatives to capture new market share and open corporate accounts across North America.

Senior Learning Executive

Premiere Global Services

📅 2006 - 2009 📍 Alpharetta, Georgia

Company Description

- **Global Sales Enablement:** Architected and executed enterprise-wide sales onboarding and continuous training frameworks for a 2,700-employee tech firm spanning 24 countries, establishing unified global sales standards.
- **Direct Revenue Generation:** Recognized by C-suite executives for directly driving a **4.2% increase in Q4 net revenue**, designing and delivering new hire and veteran sales training for Premiere Global Communications Operating Systems (PGiCOS) that enabled **80% of new hires to exceed quota**.
- **Talent Retention & Relational Onboarding:** Pioneered an innovative relational onboarding framework that increased millennial retention by extending onboarding accountability across Sales Development, Management, and cross-functional leadership.
- **Operational Efficiency & DSO Reduction:** Architected an organization-wide communication network that streamlined cross-departmental workflows, enabling the sales force to boost profit margins, resolve client issues faster, and significantly lower Days Sales Outstanding (DSO).
- **Global Standardization & Scaling:** Built and directed a four-tier sales curriculum that systematically onboarded 200+ new hires while establishing a peer-mentor and leadership development network; integrated global best practices across **North America, APAC, and EMEA**.

EDUCATION

Master of Business Administration Degree, Global Management Emphasis

University of Phoenix

Bachelor of Science Degree in Communications Marketing and Public Relations

University of Nebraska, Omaha

CERTIFICATIONS

HBDI Certified (Hermann Brain Dominance Instrument)

Herrmann International

TRAINING / COURSES

Intensive Guerilla Sales Training

Empire Broadcasting

Solution and Consultative Selling

SPIN Selling, HBDI Selling

Full Leadership and Sales Course

Elite Consulting

Dale Carnegie

Sales Leadership and Training

Consultative Elite Selling

Change Management

Price Pritchett

Whole Brain Advantage

Herrmann International

AFFILIATIONS & HONORS



NSA (National Speakers Association) Georgia, ASTD (American Society for Training and Development), Chief Learning Officer; Talent Management; TechLinks; TAG (Technology Association of Georgia); Northern Nights Toastmasters International; Board of Directors-CGM, CryptoWave Labs Inc and OrangeWave Group; Sigma Phi Epsilon