

Tyrah S. West

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Sales | Learning and Development | Account and Project Management Leader

Mission and results-driven executive with 20+ years of progressive experience driving high-impact learning, sales, and projects across Fortune 500 companies and high-growth startups. A proven leader in designing and scaling transformative programs, sales pipelines, and commercial training initiatives that directly impact revenue, retention, and organizational agility. Known for blending marketing insight, instructional innovation, and operational excellence to deliver engaging, data-informed learning experiences that align with corporate objectives. Adept at unifying cross-functional teams, optimizing learning tech ecosystems, and empowering diverse talent.

Professional Experience

Bedhead Marketing | *Vice President of Client Services* | 2024 – Present

- **Serves** as department head, providing team and client oversight encompassing budget, strategy, day-to-day team execution and client communications.
- **Provides** executive presence on marquee client accounts and identifies opportunities to expand the value of our current client partnerships, owning the client renewal and upsell process.
- **Consults** on sales enablement initiatives, integrating business insights and training strategies to strengthen field execution.

AstraZeneca | *Learning Experience Lead, US Oncology* | 2023 – 2024

- **Directed** the sales capability training program for oncology, enhancing team competencies.
- **Designed and executed** large-scale learning initiatives, including the "2024 Oncology Experience," training over 1,200 sales representatives, reinforcing execution, product fluency, and patient engagement best practices.
- **Optimized** eLearning delivery by leveraging Cornerstone Saba and Degreed learning management systems (LMS), ensuring seamless access to sales and systems training modules.

University of Kentucky | *Sr. Program Manager, Kentucky AIDS Education & Training Center* | 2022 – 2023

- **Led** state-wide HIV training and community outreach initiatives to improve the quality of care for those with or at high risk of contracting HIV and other infectious diseases.
- **Engaged** directly with social workers, PrEP navigators, educators, and case managers to support underserved and high-risk populations.
- **Facilitated** culturally responsive workshops, CME events such as the *Annual KY AETC HIV and HCV Conference* and introduced PrEP education materials across rural and urban communities.
- **Oversaw** program implementation and KOL engagement through events such as the *Kentucky Emerging Diseases Taskforce* to disseminate evidence-based updates and improve outcomes for people at risk of HIV.

Tempur Sealy International | *Talent Development Manager* | 2021 – 2022

- **Designed** leadership and compliance training for a workforce of 12,000+, driving engagement and retention.
- **Optimized** Wisetail LMS to improve learning efficiency and improve accessibility.
- **Implemented** and facilitated Development Dimensions International (DDI) leadership training to create leadership development pathways for emerging and high-potential leaders.

Learning & Development Manager, Service Excellence Center | 2018 – 2021

- **Unified** training teams across four siloed departments, aligning learning initiatives with business objectives.
- **Introduced** innovative technologies (Camtasia, Vyond, Articulate 360) to modernize training delivery, improving engagement and learning outcomes.
- **Provided** procedural training and technology adoption support during the integration of multiple CRM systems.
- **Revolutionized** customer service training that resulted in Tempur-Pedic winning its first J.D. Power award for customer service in 2020, followed by four consecutive wins.

In-store Experience Manager | 2017 – 2018

- **Steered** a special assignment to design innovative in-store displays and brand collateral, boosting Tempur-Pedic's market presence and positioning the brand as a thought leader in the bedding industry.
- **Developed** the Connected Retail Experience, integrating in-store and digital consumer journeys through interactive tools, virtual product demos, and trial-feedback applications to enhance the customer experience.
- **Elevated** brand visibility by representing Tempur Sealy at high-profile industry events, fostering strategic partnerships, and promoting the company's product portfolio to key stakeholders, driving brand advocacy.

Senior National Field Sales Trainer | 2014 – 2017

- **Owned** salesforce integration training following the 2012 merger of Tempur-Pedic and Sealy.
- **Conducted** large-scale portfolio training sessions for over 4,000 diverse retail sales associates annually.
- **Established** the Mark Oliver Project, a 2016 TSI Improving Lives award-winning service initiative.
- **Delivered** train-the-trainer programs for regional field teams and empowered associates to tailor messaging to diverse audiences.

Field Sales Consultant | 2012 – 2014

- **Exceeded** sales targets by delivering strategic brand and product training across 70+ retail locations.
- **Maximized** sales performance by expanding product slots, improving merchandising, and implementing customized retail sales training that maximized product visibility and enhanced sales.
- **Built** strong relationships with stakeholders and implemented merchandising strategies to grow market share.

Macy's Inc. | District Merchandising Manager | 2008-2010

- **Delivered** \$47M in annual sales across 10 locations by refining product mix and sales floor strategy.
- **Managed** multi-site operations and training programs, achieving sales increases despite national sales declines.
- **Analyzed** bedding productivity and returns to create a plan that recaptured \$1.7M of revenue as Manager in Charge for Macy's West mattress business.

Sealy Mattress Company | National Accounts Representative | 2003-2007

- **Earned** sales at 45 stores by training retail sales associates and creating brand advocates.
- **Created** nationally used point of purchase materials for Stearns & Foster brand.
- **Dominated** Macy's West mattress department sales with 75% of balance of share.
- **Presented** innovative account management and sales strategies at national sales meetings, influencing company-wide practices.

Education

University of Kentucky | Bachelor's Degree, Liberal Arts (Social Science Focus) | 2021-2024

Dixie State College of Utah | Associate's Degree, General Studies | 1999-2001

Core Competencies & Skills

- Stakeholder Engagement
- Exceptional Facilitation Skills
- Sales and Compliance Training
- Budget & Resource Management
- Leadership Development
- Cross-Functional Collaboration
- Organizational Change Management
- Easily Adopts New CRM and ERP Technologies
- LMS Administration (Degreed, Cornerstone Saba, Workday, Wisetail)
- Development Dimensions International and Crisis Prevention Institute Certified Facilitator
- Predictive Index Practitioner (Behavioral & Cognitive Assessment for Leadership)