

# Amy Franko



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📍 Columbus, Ohio

[LinkedIn Profile](#)

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## EDUCATION

University of Dayton  
BA Cum Laude, 1997

## STRATEGIC GROWTH

### ORGANIZATIONAL DEVELOPMENT

### SALES EXCELLENCE

Sales growth strategist and entrepreneur with expertise in **revenue generation and go-to-market initiatives, organizational development, and data-driven sales strategy and infrastructure.**

Ms. Franko consults with C-level leadership and sales functions across a variety of sectors. She brings a **sales governance lens to board dialogue and management oversight.** Her expertise is ideal for **growth focused mid-market organizations.**

Interests include Strategy, Nominating, Governance, or ad-hoc committees.

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## CURRENT BOARD & ADVISORY ROLE AFFILIATIONS

**Board Chair, Girl Scouts of Ohio's Heartland** (2019-present): Lead overall governance of this Top 25 non-profit serving over 15K members. In process on a \$16M USD raise to build a STEM leadership center of excellence. (2014-2019): Member at Large; Chair of Board Development / Nominating Committee; Member, Finance Committee

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## PAST BOARD & ADVISORY ROLE AFFILIATIONS

**The Sales Experts Channel Advisory Board** (2021): Provide strategic guidance to the founder of this sales education channel with nearly 75K subscribers and over 1M community members globally.

**Women for Economic & Leadership Development** (2009-2014): Only two-time chair of WELD's invitation-only Executive Women's Series for high-profile corporate members.

**Association for Talent Development Learning Executives Network** (2013-2015): Founded and led a network specifically for leaders in talent and learning.

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## BOARD COMPETENCIES/VALUE PROPOSITION

**Board Governance** – Established and improved governance protocols for the overall board, plus executive and nominating committees. This resulted in a consistent board talent pipeline, improved board performance through committees, and improved annual charter review results.

**Succession Planning** – Developed succession plans for critical Board and CEO roles, leading to stronger business continuity and positioning the organization for long-term sustainability.

**Sales Strategy** – Developed overall sales strategy and processes, helping executive leadership teams better execute growth priorities in alignment with their governing or advisory boards and key stakeholders.

**Nominating / Board Development** – In chair role, established board talent strategies and processes resulting in a consistent board talent pipeline and stronger engagement.

# Amy Franko

**Facilitation / Conflict Resolution** – Facilitated discussion, collaboration, and getting to key outcomes in the service of board and organizational priorities; maintained balance of consensus building and ownership of decision making.

**Financial Governance** – Contributed to the creation of governance procedures and oversight for a \$16M capital campaign with high-profile corporate and individual donors.

**Board Style** – Strategic with a future-focused orientation; blend of consensus building and posing challenging questions of management; partnership approach with management team and fellow board members, while maintaining focus on governance

## PROFESSIONAL EXPERIENCE

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### **Founder & CEO, Amy Franko Associates (2007 – present)**

Professional services firm focused on sales strategy, skill development, and executive advisory to mid-market organizations across verticals including professional services, technology, and manufacturing

- Responsible for strategy and implementation of sales, business development, and client delivery
- Executive advisory connects sales strategy to key stakeholders and board members
- Achieve consistent annual growth and operating margins through pivots to new offerings and service models

### **Sales Professional, IBM & Lenovo (2000 – 2007)**

IT products, services and solutions focused on a variety of corporate and public-sector customers

- Achieved new business growth in key segments by innovating and selling relevant offerings
- Accomplished sustained customer loyalty and growth during and after an acquisition
- Successfully navigated major shifts impacting go-to-market strategies and relationships

### **Information Technology Analyst, NiSource (1997 – 2000)**

Natural gas production and distribution across Midwestern, Eastern, and Southern U.S.

- Part of a team responsible for data center infrastructure within an enterprise shared-services model

## PROFESSIONAL AFFILIATIONS

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Women for Economic & Leadership Development (WELD)

Women's Business Enterprise National Council

Girl Scouts USA / Girl Scouts of Ohio's Heartland

## ACKNOWLEDGEMENTS

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WELD, *Women You Should Know* honoree, for outstanding leadership and philanthropic commitment; includes the recognition of U.S. Congress

Girl Scouts of Ohio's Heartland, *President's Plaque*, awarded for outstanding board service

LinkedIn, *Top Sales Voice*, awarded to key influencers in sales

Amazon Best Seller status, *The Modern Seller*

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## STRATEGIC GROWTH

## ORGANIZATIONAL DEVELOPMENT

## SALES EXCELLENCE

Ms. Franko is a **revenue generation and sales growth expert** and is highly regarded in the following disciplines: **sales strategy, new client acquisition, and organizational development.**

Sales organizations are the growth fuel of every company. Ms. Franko's unique background in both enterprise-level and entrepreneurial sales are an advantage when advising organizations. **She is well positioned for board service in the professional services, insurance, and technology sectors, with companies seeking to successfully leverage sales strategy and the sales organization for growth.**

Ms. Franko is the Founder & CEO of Amy Franko Associates, a leader in sales consulting and training. With no outside investment, she built a firm with **consistently strong P&L results since the company's inception.** The company's client list includes a mix of high-profile mid-market and Fortune 500 companies across various industries. Today, the company's focus is primarily in the professional services, insurance, and technology sectors.

Prior to becoming an entrepreneur and advisor, Ms. Franko was a **sales professional and leader at global technology companies IBM and Lenovo.** In their PC Division, she was responsible for revenue generation in multiple states, where she **successfully built a territory in excess of \$10M in annual revenues.** Recognized as a future company leader, Lenovo leadership selected Ms. Franko to participate in their emerging sales leadership program.

Ms. Franko's talents have been tapped and recognized within several organizations:

Girl Scouts of Ohio's Heartland, where she serves as **Chair of the Board of Directors, leading overall governance of this Top 25 not for profit.** She has also held positions on the finance committee and chaired the board development/nominating committee. **She is currently leading governance efforts surrounding a \$16M USD capital campaign for a STEM leadership center.**

Women for Economic & Leadership Development, where she chaired their invitation-only Executive Women's Series for corporate members. She is the only two-time chair of this committee. **She is also an honoree in their prestigious *Women Welding the Way* calendar, which recognizes 12 women annually for their business, leadership, and philanthropic contributions.**

Her expertise is widely shared on social networks, respected publications, and high-profile sales and leadership podcasts.

Ms. Franko is a Cum Laude graduate of University of Dayton. She is a fitness enthusiast and enjoys experiencing different cultures through travel.

Ms. Franko is recognized by LinkedIn as a Top Sales Voice. **Her book, *The Modern Seller*, earned best-seller status on Amazon,** as well as international recognition.