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Lisa Schnare

ValueSelling Associate

Lisa Schnare is an outbound sales development specialist with 10+ years of results in leading sales development, enablement and operations teams, and building impactful lead generation programs for SaaS companies.

She began her career as a sales development rep at Salesforce, and prior to joining ValueSelling Associates, founded and ran her own sales development and strategy consultancy, working with numerous high-growth SaaS and services companies worldwide to drive sustainable sales results. First trained in the ValueSelling Framework in 2018, Lisa has been a strong advocate of the methodology ever since.

As a mentor in the Women in Revenue community and #girlsclub, Lisa works to educate and empower the next generation of women leaders in sales, marketing and customer success. She is also a member of the Volta CoHort Board, helping early-stage startups develop sales and growth strategies, and has served on the judging panel for Propel ICT's Gerry Pond Sales Award.

Lisa is passionate about sales development and is regularly featured on top sales podcasts, including [The B2B Revenue Executive Experience](#), [The Sales Development Podcast](#) and [The SDRLife](#).

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