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Nicole Hutzul

Associate

Nicole's background and experience are uniquely suited to transformational sales & management training, sales coaching, and revenue generation strategies.

Nicole Hutzul is a sales transformation specialist with more than 20 years of experience at leading global companies like Adobe, ExactTarget, Salesforce, Emarsys/SAP and Yext. Her expertise in sales coaching and revenue-generation strategies combined with a strengths-based management style enables her to recognize and develop the unique strengths of sales teams and collaborate across client organizations to drive sales effectiveness at scale.

Before joining ValueSelling Associates, Nicole leveraged the power of the ValueSelling Framework® to provide her teams with a common language and proven process for improving qualification, sales velocity and conversions. For Nicole, true success is measured in terms of helping salespeople grow and succeed. Under her leadership, her sellers routinely made President's Club at Adobe, Emarsys and Yext – and brought in numerous seven-figure deals with Fortune 500 organizations, delivering a dramatic and disproportionate impact on overall revenue growth. Ultimately, she is most proud of the success of the people she works for: her sales teams and clients.

Born and raised in Berkeley, California, with a Bachelor's Degree from San Diego State University, Nicole now lives in Ontario, Canada, with her husband, two children, and French Bulldog, Gaston. Outside of the office, she is a certified Personal & Business Performance Coach who offers sales and leadership coaching and mentoring to women in sales, and does volunteer work with Elizabeth House and other community organizations.

Keep it simple. Drive results.