

TOM TONKIN, PHD

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EXECUTIVE BIO

Highly committed and just as creative, Tom Tonkin generates results and elevates culture by helping individuals and corporate structures see and seize their potential. He brings 25+ years of deploying innovative change strategies and tactical transformations, fueled by a unique combination of academic training and practitioner perspective. His novel approaches to business process alignment, learning and development, and strategic planning have helped the range of healthcare, higher education, telecommunications, and government entities save money, increase productivity and revenue, rebuild relationships, and approach big decisions with newfound clarity. Tonkin Diversified, his consulting firm, provides a range of executive consulting services, tested, tailored approaches, and a bold commitment to quantifying and achieving results.

Tom's career journey includes critical decades at Oracle, where he began as a new-practice manager during a pivotal time in the multinational tech company's ascent. Amid a competitive landscape, he quickly built the practice and a team of 50 focused on resolving issues around emerging technologies, earning a reputation for the ability to deliver significant fixes.

Promoted to Senior Director, Tom piloted Oracle's transition from product-centric to solution-centric selling. He infused a comprehensive methodology that helped double expected outcomes and he personally helped close clients like Allstate.

Change Management

In 2007, Tom began a role that saw him introduce and integrate acquired products to serve Oracle's growing customer base. He turned one bleeding product into a 36% margin, continuing to flex a transformation muscle with new ways of selling that saved time and reduced friction for the customer as they also changed behavior and built skills among sales teams.

Sales Innovation & Thought Leadership

HR and Training Optimization

That success saw Tom move up the sales enablement ladder to coach senior directors and above in becoming stronger team advocates and

customer-centric leaders. This necessitated earning their trust – which increased with telling customer satisfaction rates. Tom's ability to teach leaders to go deeper led to increased job satisfaction, organizational commitment, and productivity – and a program model that was used for years to come.

On its journey to becoming a \$50B technology heavyweight, Oracle asked Tom to infuse a new layer of training and measurement based on his record of success. As Senior Director of the Oracle Sales Academy from 2012 to 2015, he created a rigorous enablement program that served 1,000 reps in its first year. He worked with those new team members for their first eight weeks, using his trademarked *Progression of Performance* program to introduce a more sophisticated approach to sales and a well-defined system of quantifying and measuring success. Tom's results included doubling retention, slashing time to quota, and exceeding that quota by \$50M. He also trained a group of senior learning specialists, further extending the program's reach and resiliency.

Tom's desire to amplify change and learning led to co-founding The Sales Conservatory, a sales performance firm offering learning content, methods, and predictive models. The company's results included a collective 42% decrease in time to quota for clients.

As an entertaining and informational keynote speaker at industry conferences, Tom has presented more than 150 times. He brings both operational strategies and tactical tools to bear for audiences seeking a deeper understanding of learning, performance development, and leadership strategies. Tom has served as a thought leader and adviser for Cornerstone OnDemand, propelling business for that company's learning and talent management product suite.

Tom holds a Doctorate in Organizational Leadership from Regent University in Virginia Beach, VA, and a Master of Science in Organizational Leadership and Management from Regis University, in Denver, CO. His Bachelor of Science from Excelsior College in Albany, NY, also involved a concentration in Organizational Behavior. Tom currently serves as Research Fellow and Program Manager for The Conference Board, a nonprofit think tank and business organization.

"Tom's unique background is the foundation for brilliant programs that truly change behavior and build skills. His knowledge of organizational change and change management augment his ability to recognize the right solution, and the actions an organization must take to achieve the performance they need to be competitive."

*Debbie B., EdD,
Senior Director, Gravitee*