



Natalie Pitchford

Associate

Natalie Pitchford has 19 years of experience in sales, marketing and business development functions working with Nortel and subsequently, Avaya. Natalie is the recipient of multiple excellence awards and has a proven track record of quota attainment and over-achievement. She has worked in various market environments and possesses detailed knowledge of the Caribbean region.

In addition to her breadth of field sales experience, Natalie has worked extensively with the development of sales teams in diverse environments from state-run monopolies to competitive corporate entities. Natalie holds various sales credentials and has participated in a wide variety of training programs and sales methodologies. Of these, ValueSelling stood out as she immediately saw and experienced its real-world applicability in creating a competitive differentiator for success in business-to-business sales.

Since leaving the corporate world, Natalie has started her own sales training and consultancy business, known as Proficio LLC.

Natalie is a Fulbright scholar and a member of the Beta Gamma Sigma Honor Society. She holds a Bachelor of Science in Management Studies from the University of the West Indies, Mona, Jamaica and a Master's in Business Administration with a specialization in Marketing & International Business from the University of Miami.

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