

Bio

Barbara Harriss

Senior Strategic Relationship Manager

Experience Summary

Barbara is responsible for delivering top-line revenue generated through the discovery and acquisition of new clients for the company's leadership development solutions. She employs a highly consultative sales methodology that seeks to gain a thorough understanding of the client's business goals, culture and challenges that will not only identify opportunities for the company's solutions but also help organizations get more value from their leadership and management development programs.

She primarily focuses her efforts on Federal and non-profit clients located in the Washington D. C. Metropolitan area. Through a clearly defined process, Barbara identifies, develops, and delivers everything from tactical point training solutions to more strategic program design and enterprise-wide deployments.

Barbara joined the Corporate Learning Group of Harvard Business Publishing with over 20 years of account management, marketing and business development experience exclusively in the Federal sector. During this time, she has worked for companies that provide training and talent development tools and services for over 10 years. Including time with LMS platform companies as well as COTS catalog and custom content developers. Accordingly, she has a solid understanding of not only where Harvard Business Publishing's solutions fit but also is skilled identifying clients that are interested in developing best practices around development, implementation and measurement of their in-house learning programs.

Prior to entering civilian life, Barbara was a commissioned officer in the United States Navy stationed at the Pentagon in Washington, D.C..

Education/Affiliations

Barbara holds a BA in Political Science from Penn State as well as an AAS in Culinary Arts from Stratford University. Barbara is an active member of the Northern Virginia Chapter of the Armed Forces Communications and Electronics Association (AFCEA) and the DC Metro Chapter of the American Society of Training and Development (ASTD).