

Blair Skramstad

Program Director, Sales Executives Council
The Conference Board
blair@bskramstadconsulting.com

Blair Skramstad is the program director for the Sales Executives Council at The Conference Board. In this role, he partnered with The Conference Board to develop, shape, and launch this Council. In addition, he supports, coordinates, and facilitates the agenda and Council meetings with the members of the Sales Executives Council to maximize member engagement, interactions, and value.

Previously, Skramstad held roles as director of strategic marketing and in sales and marketing management with John Deere Financial, focusing on increasing the sales of John Deere equipment and enhancing the customer experience. His responsibilities included strategic marketing, innovation, sales management, and managing the company's marketing communications, direct marketing, research, analysis, CRM, and eCommerce activities over the past 31 years.

Skramstad most recently founded Skramstad Consulting, offering experience in marketing and sales strategy development and customer experience design. This includes expertise in design thinking and linking employee engagement and performance with business processes and strategies to enhance the customer experience. He has a bachelor's degree from North Dakota State University and a MBA from the Frostburg State University.