



Julie Thomas

President and CEO

Julie Thomas, President and CEO of ValueSelling Associates, is a noted speaker, author and consultant. In a career spanning more than 24 years, she credits her mastery of the ValueSelling Framework® for her own meteoric rise through the ranks of sales, sales management and corporate leadership positions.

Julie began her career at Gartner Group. In 1999, she became Vice President of Gartner's Sales Training for the Americas. Her role included the successful onboarding of new sales hires and driving adoption of the ValueSelling Framework®. She has extensive experience applying, coaching and reinforcing the ValueSelling Framework®, ValueSelling Essentials® and their application by sales executives, sales managers and sales leadership.

In 2003, Julie acquired ValueSelling Associates as Chief Executive Officer and President. She led the company to become an industry leader in competency and process-based training for escalating sales performance in business-to-business sales organizations around the world.

Julie continues to work directly with clients and sales organizations in a wide variety of industries. She is responsible for the global expansion of ValueSelling Associates and its leadership position in on-demand, instructor-led, virtual instructor-led, and hybrid (blended) learning solutions delivered throughout the world, in over 17 languages.

ValueSelling Associates has been positioned as a Leader in the 2021 Gartner Magic Quadrant for Sales Training Service Providers. The company has also been recognized by both Selling Power and Trainingindustry.com as a leader in the sales training industry.

Julie is the author of *ValueSelling: Driving Sales Up One Conversation at a Time*. She is also a sought-after speaker. She is a contributor to Forbes.com, the Forbes Business Council, and the LinkedIn Sales Blog.

In addition, Julie is on the advisory board of the eWomenNetwork Foundation Advisory Council and involved heavily in local charities in the San Diego region.

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