

BRETT DAVIS

Sales Enablement · Field Capability · AI Adoption

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Thirteen years building and enabling distributed sales organisations while generating more than \$15M in commissions across multiple global companies. Designed the programs, playbooks, coaching systems and operating rhythms that turn commercial strategy into what people actually do on a Tuesday. Grew one field network past 52,000 independent distributors and customers across international markets, none of them employees and none of them able to be instructed, and sat on corporate advisory councils to multinational executives on strategy, systems and market direction. Before that, a decade managing kitchens and fitness operations with full accountability for rosters, forecasts and margin.

The recurring problem across every engagement has been the same: organisations know what to do and don't do it. Static training, manuals and PDFs never closed that gap. AI gives us a new way to attack it: by adapting support to how people actually work rather than giving everyone more of the same. That is the specific problem I solve, and I have built the systems to prove it.

WHAT I BRING

- **Enablement.** Mapping seller and customer journeys, finding where execution breaks, and turning process into simple plays, tools and coaching guides that leaders can actually run.
- **Adoption.** The discipline most programs underweight. Capability is now commodity; whether people change how they work is the entire outcome.
- **AI capability, responsibly.** Architecting and shipping AI systems end to end, with governance rails at the point of generation so frontline use stays inside what compliance allows.
- **Translation.** Operating between executive strategy and the people doing the work. As a head chef reporting to an executive chef, across a franchise network, and at chief executive level in multinational corporations.

EXPERIENCE

Founder & Product Architect · Ask Duply

2024 – present

Designed, built and shipped six products on a single shared architecture, including Ask Duply, an AI execution system for distributed sales organisations, live with daily users.

- Built the enablement layer distributed sellers actually use daily: relationship CRM, prospect and customer pipelines, next-best-action prioritisation, follow-up sequencing and messaging support.
- Designed governance and safety rails at the point of generation, so the field cannot produce claims the business carries the liability for. Compliance by design rather than policy by policing.
- Owned the complete lifecycle: strategy, architecture, build, go-to-market, adoption and customer support.
- Consulted to the Head of Asia, PartnerCo, on AI adoption and organisational bottlenecks.
- Rebuilt thirty years of static training material as a live operating system: the manager's toolkit, made executable.

Transformation Consultant (engagement) · Isagenix International

2026

Ninety-day engagement at chief executive level, reporting to the Chief Executive and her head of systems and events.

- Diagnosed the onboarding and activation bottleneck across the organisation's front end: sequencing, segmentation by seller motivation, and first-week activation.
- Designed the operating system to fix it, then built a working prototype in parallel with the consultation rather than delivering recommendations alone.

Senior Field Leader & Corporate Advisory Council Member · Isagenix · Modere · Amare Global

2013 – 2025

Thirteen years building and leading distributed sales organisations across three global companies, with corporate advisory council appointments from 2013: the leadership group a multinational consults on strategy, systems and market direction.

- **Generated more than \$15M in commissions** across multiple global companies while building and enabling large distributed sales organisations.
- **Grew a field network past 52,000 independent distributors and customers** across international markets. None were employees and none could be directed: adoption came from making the next action obvious.
- Designed and deployed end-to-end seller onboarding, launch systems, sales plays, coaching programs, leader development and 90-day performance programs, combining instructor-led training with behavioural activity targets, accountability, tracking and review.
- **Three international market launches.** Amare Global (2024–25): twelve-month engagement alongside the incoming CEO to launch the Australian arm. Modere (2020–24): contracted to launch and scale the Australian field organisation. Isagenix (2013–20): relocated to England in 2018 to support the European division launch, working with the General Manager and with executive relationships to the CEO and owners.
- Embedded go-to-market change across distributed networks, with adoption plans built so the change stuck past launch week.

Regional Systems Consultant · Snap Fitness

2010 – 2011

Engaged by the master franchisor to solve a network-wide capability problem: franchisees running businesses without the systems to run them.

- Designed and implemented the training, sales and operating systems adopted across the franchise network, operating as the layer between franchisor and franchisee.
- Managed eight trainers across three sites; hired, trained and held accountable to sales and service standards.

Owner / Operator · CrossFit Helensvale

2012 – 2013

- Founded and ran the business with a business partner; employed and managed a team of four.
- Full operational accountability for staffing, programming, membership growth and profit and loss.

Head Chef, Fine Dining · Hyatt Regency Sanctuary Cove

2011 – 2013

- Led a brigade of six, reporting directly to the Executive Chef.
- Accountable for rostering, planning, forecasting and budgeting, with food cost, yield and gross margin measured daily.
- Held concurrently while establishing CrossFit Helensvale.

Group Fitness Coordinator · Owner, Personal Training · Goodlife Health Clubs

2004 – 2010

- Instructor management, programming, rostering and scheduling across the club timetable.
- Concurrently built and ran an independent personal training business within the club, with full accountability for client acquisition, retention and revenue.

Sous Chef · Chef de Partie · Tetsuya's · Water's Edge · Circa, The Prince · Axis, Hyatt Canberra

1997 – 2004

- Sous Chef and second in charge, Water's Edge, Canberra: brigade of eight. The direct line between the executive chef and the team, translating direction into execution, to standard, on time, every service.
- Tetsuya's, Sydney: brigade of seventeen; travelled internationally as assistant chef to Tetsuya Wakuda.

CAPABILITIES

Sales Enablement · Field Capability · Seller Onboarding · Program Design · Commercial Coaching · Adult Learning · Performance Measurement · Change & Adoption · AI Adoption · Distributed Sales Networks · Stakeholder Engagement · Facilitation

AI CAPABILITY

LLM orchestration · AI workflow design · governance and safety rails · prompt and context architecture · workflow automation · retrieval and agentic workflows

Three years operating GoHighLevel (CRM, pipelines, opportunity stages, automation), Kajabi and ClickFunnels; Cloudflare infrastructure. CRM-fluent by use, not by slideware.

Deep enough technically to architect solutions and direct technical teams; commercially focused on adoption and human performance.

SPEAKING

Shaklee Leadership Academy (2026), invited session on AI-enabled field execution, business storytelling and practical adoption tools. Keynote presenter and lead trainer to audiences of up to 16,000 across international markets.

CREDENTIALS

Enablement University: Adult Learning (2026) · AI for GTM Leaders (2026) · Enablement Charter (2026)

Diploma of Hospitality Management, TAFE Queensland · Certificate III in Commercial Cookery · Certificate IV in Fitness · Certificate III in Fitness

SELECTED WORK

Ask Duply, AI execution system for distributed sales organisations, live in production · Field Activation Audit, executive diagnostic for where a field stops executing · Duplication Scorecard, leadership diagnostic on onboarding and seller development · 3B Wellness, a 70-day behaviour-change program, deployed and in use

Thirty years designing the systems that make human performance repeatable. Most recently, doing it with AI.