



As General Manager of Primeast LLC, Tina Breslin has over 20 years' senior management experience uniquely combined in senior HR management and sales management. Her experience in leadership development, organizational consulting and sales performance make her uniquely qualified to build and lead the Primeast business for the North American office of this global company based in the UK.

Background

Tina's background in the media industry is where she gained experience in the healthcare and retail industries and eventually headed up the sales training for all of the Hearst newspapers in the US. During this tenure she developed her skills in the learning and development field and was certified in many programs as well as becoming a Six Sigma Green Belt. Although the industry was challenged as the internet took over, Tina continued to develop her skills to include more advanced technology for course delivery. She won the Hearst Marketing Award for her blended learning solution in digital advertising.

Later, Tina moved into the role of a Human Resource Director for a Houston based oilfield services company supplying diamond drill bits. She accomplished the development of the purpose, mission and vision for this organization and was able to put into place a new Performance Management Program after the first year.

As General Manager of Primeast LLC in North America, Tina is focused on building new relationships in many industries including Oil and Gas, Technology and Healthcare industries.

Style and Skillset

Tina is known for her passion and eagerness to learn, succeed and excel and she brings this to any role she undertakes. Her networking expertise and enthusiasm brings a fresh outlook to the sales agenda of the organisation..Her goal is to help our learning partners succeed in a local implementation of their leaders' vision and purpose or a global execution; delivered in engaging learning methods.

Portfolio

- As Corporate Sales Performance Director, led executive group of major newspaper group in developing the performance management program, blended learning curriculum and sales key metrics in 7 major markets in the US.
- Developed award winning On Boarding program, STAR, which utilized eLearning and classroom instruction.
- Key member of Yahoo! Newspaper Consortium in executing new platform for advertising delivery.
- Led executive team for a drill-bit company

Professional Qualifications/Accreditations

- Bachelor of Science in Textiles/Communications from Louisiana State University in Baton Rouge
- American Society for Training and Development (ASTD) and local chapter member and leader of EMERGE program
- AchieveGlobal Sales Trainer Certification
- DDI Manager Modules
- Manage Mentor by Harvard Business School
- Managing Professional Growth with BlessingWhite
- Six Sigma Green Belt, Motorola

Languages

- English

Location

Based in Texas, USA.