

Joseph DiMisa, CSCP Senior Client Partner, Global Sales Force Effectiveness & Rewards Advisory Leader



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Delivering results for clients

- Mr. DiMisa is a Senior Client Partner and a member of Korn Ferry Hay Group's Sales Effectiveness Practice leadership team. He is based in the firm's Atlanta office.
- Mr. DiMisa works with leading companies to develop and implement sales strategies and sales effectiveness programs that drive profitable growth. He specializes in the design and implementation of sales management solutions that increase sales and profits for clients.
- Over his twenty years, Mr. DiMisa has worked with many companies to develop new go-to-marketing strategies for growth planning and revenue productivity. He has worked across many industries to help build customer-based sales strategies, select and organize distribution channels, create performance management and incentive structures and execute growth requirements across a range of marketing and selling environments.

Expertise

- Mr. DiMisa has over 20 years of experience working with Fortune 500 companies, middle market organizations, private equity firms and small business/startup organizations on all aspects of sales, marketing, and customer service effectiveness.
- Prior to joining, Joe was a Senior Vice President and Sales Effectiveness Practice Leader at Sibson Consulting. Additionally, he has worked at various Fortune 50 companies in sales, marketing and managerial positions.
- He is a recognized thought leader and a well known contributor to many business periodicals including the *Wall Street Journal*, *USA Today*, *WorldatWork* publications, *Selling Power* magazine, *Society of Human Resource Management (SHRM)* publications and *Sales & Marketing Management* magazine. He is also author of a best-selling business book entitled *The Fisherman's Guide to Selling: Reeling in the Sale - Hook, Line and Sink* (Adams Media 2007) and *Sales Compensation Made Simple* (WorldatWork Press 2009).

Academic and Professional background

Mr. DiMisa holds an MBA from the University of South Florida. He is a Certified Sales Compensation Professional (CSCP) and is a trusted trainer and advisor for WorldatWork's "Elements of Sales Compensation", "Competitive Market Pay: Pricing Critical Sales Roles" certification courses and the "Sales Compensation 101" foundational course.