



## FranklinCovey Appoints Holly Procter to the Role of Chief Revenue Officer

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***FranklinCovey Welcomes Highly Experienced and Accomplished Chief Revenue Officer to its Executive Team to Continue the Company's Focus on Increasing Revenue and New Logo Growth***

SALT LAKE CITY--(BUSINESS WIRE)--Nov. 12, 2024-- [FranklinCovey \(NYSE:FC\)](#), one of the largest and most trusted leadership companies in the world, announced today it has appointed [Holly Procter](#) to the role of Chief Revenue Officer. FranklinCovey welcomes the experienced and highly accomplished chief revenue officer as a member of its [executive team](#), where she will continue the Company's focus on increasing revenue and new logo growth.

"We are thrilled to welcome Holly to FranklinCovey and look forward to drawing on her years of experience and expertise as a chief revenue officer," said [Paul Walker](#), FranklinCovey CEO. "She will lead our efforts to continue to transform the way we go to market and serve our clients. Holly has driven tremendous growth in each of her previous roles and will be a great partner and leader to our sales teams as we accelerate our penetration and expansion of existing clients as well as significantly increase our growth of new customers."

Holly Procter, FranklinCovey Chief Revenue Officer, said, "I'm thrilled to join FranklinCovey on their quest to transform organizations by [building exceptional leaders, teams, and cultures](#). It's an honor to join this great organization and to partner closely with so many talented and committed people to take our growth and impact to the next level, together."

Procter's illustrious career spans many industries, including enterprise software, technology, consulting, and healthcare. She has led in Fortune 100 and Fortune 500 companies and high-growth startups including LinkedIn, Gallup, Clari, WeWork, and Incredible Health. She has been responsible for all core revenue functions including sales strategy, revenue and logo growth, operations, global expansion, forecasting, pipeline and funnel performance, sales tech stack, and customer relationship management.

A trusted partner and advisor to boards of directors and C-Suites, Procter has held executive leadership roles such as Chief Revenue Officer and Go-to-Market Advisor. Having led teams with hundreds of people in global revenue organizations, she has extensive experience in consistently exceeding revenue targets, orchestrating go-to-market planning and revenue cadences, international expansion, mergers, and acquisitions; product launches, building and launching sales enablement programs, deploying, and instrumenting leading sales technology, and in hiring across all core revenue roles to build world-class revenue organizations.

Having consulted with venture-backed, high-growth start-ups, Procter advised and assisted in the transition from founder-lead sales to sales-lead sales. As an advisor, she partnered with top-tier venture capital firms, including SoftBank, Andreessen Horowitz, Sequoia, and Bain Capital Ventures.

Procter earned an MBA and a bachelor's degree in business administration, management, and marketing from the University of Nebraska-Lincoln. She is a CIMBA International Process Consulting Six Sigma Green Belt, Kepner Tregoe (Decision Analysis and Problem Solving).

### **About FranklinCovey**

[FranklinCovey \(NYSE:FC\)](#) is one of the largest and most trusted leadership companies in the world, with directly owned and licensee partner offices providing professional services in over 160 countries and territories. The Company transforms organizations by partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action, which leads to a more engaging work experience for their people. Available through the [FranklinCovey All Access Pass](#), FranklinCovey's best-in-class content, solutions, experts, technology, and metrics [seamlessly integrate](#) to ensure lasting behavior change at scale. [Solutions](#) are available in multiple delivery modalities in more than 20 languages.

This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. Clients have included organizations in the *Fortune 100*, *Fortune 500* and thousands of small and mid-sized businesses, numerous government entities, and educational institutions. To learn more, visit [www.franklincovey.com](http://www.franklincovey.com) and enjoy exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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