Nomination: 8899

Jay Fortuna

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

GoHealth

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Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Jay Fortuna

Category

C01 - C20 Individual > C05 - Chief Learning Officer of the Year

Individual Submission Format

Written Answers

a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required

Jay Fortuna is a transformational leader in Talent & Organizational Development with over a decade of experience driving business impact through innovative learning, talent acquisition, and development strategies. As Vice President of Talent & Organizational Development at GoHealth, Jay has redefined learning as a revenue-enabling function, delivering a 128% reduction in agent attrition, a 33% decrease in onboarding seat time, and a 163% increase in new hire retention.

With a foundation in sales training, instructional design, and leadership development, Jay builds scalable programs that align training with business goals. His notable achievements include:

1) Launching ProjectONE, a unified learning and performance system for 3,000+ employees.

2) Implementing Engagedly LMS to support structured leadership and career development.

3) Creating the GoLearn platform, modernizing sales onboarding and accelerating performance.

4) Introducing the Reserve nesting model, embedding coaches into sales management to develop high-potential talent.

5) Expanding AI-powered learning with tools like SecondNature, SARA Bot, and WalkMe, enhancing real-time coaching and self-directed learning.

Jay's passion for data-driven development has earned him recognition as HR Executive of the Year and Chief Learning Officer of the Year. His work has elevated L&D into a strategic force that drives measurable business results and competitive advantage.

b. Outline the nominee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

In 2023–2024, Jay Fortuna tackled one of GoHealth's most pressing talent challenges: the sales recruiting team was missing hiring targets due to overly selective candidate criteria. High-potential applicants were being rejected for not meeting top-tier performance benchmarks, causing hiring delays and revenue risk.

Jay proposed a transformative solution: the creation of a Reserve Sales Team. Rather than filtering for elite performers, he shifted focus to middle-tier candidates, investing in their growth through targeted coaching and development. His strategy included:

1) Repurposing Sales Enablement staff as embedded coaches.

2) Designing a specialized "nesting" phase to follow GoLearn's six-week onboarding, providing extended practice.

3) Embedding a performance-first culture that allowed Reserve reps to develop while producing results.

4) Integrating AI-based tools like SecondNature and SARA Bot to deliver personalized, real-time feedback.

The results were immediate and measurable:

-GoHealth met and exceeded hiring targets, turning a critical challenge into a success story.

-Several Reserve agents became top producers, validating the model.

-Company culture shifted toward development-based hiring.

Key outcomes included:

-92.65% onboarding pass-through rate (vs. 88% goal).

-Conversion KPIs rose from 10.8% to 13% within two weeks (120% to goal).

-Sales productivity increased from 11.5% to 15.8% (137% to goal).

-By Month 4, agents achieved 140% of the conversion target.

-85.5% of agents hit or exceeded 6-month benchmarks (vs. 75% goal).

Jay also expanded AI-powered learning across the organization and continues to speak at conferences and serve on advisory boards, influencing industry thinking on scalable, tech-enabled workforce development.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

Jay's Reserve Sales Team initiative was groundbreaking because it challenged traditional hiring norms and proved that learning and enablement can outperform selective recruiting.

This achievement is unique because:

-It transformed hiring bottlenecks into an opportunity. Instead of narrowing the talent pool, Jay widened it and leveraged enablement as a competitive advantage.

-It drove measurable business success. Many of the Reserve agents became top producers, reinforcing the power of learning in driving sales outcomes.

-It created a repeatable, scalable hiring model. Unlike typical training programs, this approach reshaped how GoHealth fills sales roles, ensuring long-term hiring sustainability.

Comparing to industry benchmarks, most sales organizations prioritize hiring over development, leading to high turnover and talent shortages. Jay's model challenges this norm: instead of searching endlessly for top-tier talent, GoHealth built it internally.

Comparing to Jay's previous performance, he has led groundbreaking learning initiatives before (ProjectONE, Engagedly LMS, leadership academies), but the Reserve model marked a major evolution. It wasn't just about training, but about shifting hiring strategy to rely on learning as a business driver.

Jay's leadership in AI-powered training has also set GoHealth apart, using tools like SecondNature and WalkMe to enhance learning engagement and adoption. His peers recognize him as a thought leader in the industry, looking to him for guidance on integrating AI into workforce development.

The 33% reduction in onboarding time alone sets a new benchmark, but what's more significant is that GoHealth simultaneously increased conversion by 40%, cut attrition by 128%, and reduced cost-per-hire by over $4,000.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

AI-Based Simulation Highlighting Jay's Achievements: Click the link to Second Nature to complete an AI-based simulation utilizing Jay's custom avatar, demonstrating his accomplishments in integrating artificial intelligence.

GoLearn Sample: This is a sample from the flagship GoLearn program that has been updated for the Reserve model and is led by sales coaches.

[REDACTED FOR PUBLICATION]

Would you like to add an additional webpage link?

Yes

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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