ADOPTION & CHANGE MANAGEMENT · SPEAKING

People don't resist change. They run out of room for it.

Dr. Alison Rossi

Chief Innovation Officer at Bluum · Former classroom teacher · Doctor of Strategic Leadership



ABOUT

Alison Rossi started her career in a Connecticut elementary classroom, and every role since has been the same work: helping people take on something new until it sticks. Today she is Chief Innovation Officer at Bluum, where she decides how new technology reaches schools and teaches the sales team to carry it. She has led 102 sellers to 84% adoption of a new process, moved 15,000 people onto a new phone system a week early, and built a youth softball club from one team to eleven.

Her doctoral research on leadership and teacher retention found that even well-led teams burn out when change arrives faster than people can absorb it. That finding, and a career spent on the front line of adoption, is what she speaks to.

> "Technology adoption is just adoption. The tools are the easy part. The people are the whole job."

WHAT SHE CAN SPEAK TO

- **Adoption is the outcome**
  Go-live is not the finish line. Why change efforts stall after launch, and what it took to get sellers and end users to actually adopt something new.
- **Lead like a teacher**
  What a classroom teaches you about leading adults through change: meet people where they are, show them why it matters, and stay until it is theirs.
- **Initiative fatigue: when people run out of room for change**
  From her doctoral research: why well-led teams still burn out, and the three things leaders can fix: how change is communicated, protected time, and support that is built in.
- **Technology adoption is just adoption**
  New tools in schools and companies, AI included, succeed or fail on the same human factors as any other change. Access is not relevance.

AT A GLANCE

Doctor of Strategic Leadership
Liberty University, 2026

CRN Women of the Channel Power 80
Solution Providers list, 2025 and 2026

CRN Women of the Year finalist
Solution Provider category, 2024

Top 50 Women Leaders of Connecticut
Women We Admire, 2024

40 Under Forty
Hartford Business Journal, 2022

15+ years in education technology
Sales, enablement, marketing, strategy

Former Division I athlete
Founder, Diamond Softball Club

OPEN TO

Keynotes · Panels & fireside chats · Workshops · Sales kickoffs · Leadership offsites · Podcasts

AUDIENCES

Education leaders and conferences, ed-tech and IT channel events, sales organizations, and leadership teams