

Charlotte Bales

Profile

Windsor, CO 80550

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- Motivated Manager with extensive background in sales, international business, communications and customer relations.
- Outstanding ability to partner with all levels of clientele, using strong business, financial, and change management skills to create customized, win-win business strategies.
- Exceptional approach to sales and account development, successfully landing, retaining, and re-establishing account relationships through "creative diplomacy" and a comprehensive knowledge of markets, industries, and new products.
- Recognized by managers, business partners, industry leaders, and clients for unparalleled ability to "listen, adapt, and deliver, " consistently demonstrating professional integrity and setting the standard for service excellence.

Authorized to work in the US for any employer

WORK EXPERIENCE

Manager, U.S. Sales & Customer Service

Arlimin Industries/Arlington International - Fort Collins, CO - 2011 - 2017

- Manage a wholesale business and sales of raw material chemicals used as pigments in the ceramics and glass industries.
- Grow customer base by 50%, initiate and forecast sales, search for and qualify vendors, manage inventory and all imports and domestic purchases.
- Innovate and customize client relationship experiences in various client applications and industries.
- Pricing of products reflecting London Metal Exchange market value fluctuations. Monitor industry intelligence and trends.
- Handle all operational aspects of the business.

Manager, Client & Customer Service

Mobile Library Marketing - Windsor, CO - 2002 - 2011

- Building on expertise gained at previous position: Design, sales, implementation, administration and management of a new Audiobook Rental Program.
- Client Service Representative to one corporate Client with 300+ Travel Centers across the nation. Sales and Customer Service Representative to Travel Center Managers, personnel and rental program members. Order generation, inventory control, allocation and management.

Division Manager, Travel Centers - Team Leader - Corporate Account Manager

Audio Adventures - Boulder, CO - 1996 - 2002

- Led sales and strategic business development in an audiobook rental division contributing 65% of corporate revenues.
- Built profitable, enduring partnerships with national accounts in the truck stop industry, achieving exceptional account retention. Negotiated new contracts and successfully re-established lapsed accounts.
- Designed and implemented annual incentive plans at the corporate level to ensure mutual business success. Created and executed strategies for market positioning, product launches, and new merchandising options.

- Recruited, trained, and motivated account managers. Authored corporate job descriptions, policies, procedures, and training materials.
- Developed customer reports demonstrating profit performance and comparative assessments. Provided extensive client education at the corporate, regional, and store management levels.
- Planned, hosted, attended client meetings and entertainment at corporate headquarters, client headquarters, and industry events.

Accomplishments:

- Sales success in growth of customer base of 60 accounts by 50%, all cold approaches.
- Innovated a new customized rental program, building an apx. 18K member base. Succeeded in self-employment. (Program was discontinued as technology changed.)
- Created nationwide inventory control, loss prevention, and merchandising maintenance programs. Initiated and managed vendor relationships to provide nationwide field servicing.
- Developed automated account management and invoicing systems in collaboration with IS team.
- Achieved sales growth of 18% per year, increasing annual revenues from \$2.5 million to \$5.2 million over six years.
- Supported clients with change management arising from client expansions, mergers, and acquisitions. Created and implemented standardized processes used in clients' management manuals.

Project Manager, New Product Development - Training Operations Manager

Intercultural Services - Prudential Relocation - Boulder, CO - 1992 - 1995

- Designed and managed delivery of 120+ intercultural training programs for employees and family members relocating throughout Europe, Asia, Australia, South America, Africa, Canada, and Mexico.
- Served high-profile accounts including GM, Chrysler, Goldman Sachs, Pepsi, Whirlpool, Motorola, Conoco, and Texaco.
- Conducted needs assessments to develop training relevant to employee's functional title, background, and business requirements; identified educational and social needs of all family members relocating with employee.
- Obtained expertise in international relations for development and delivery of instructor-led training seminars. Recruited and collaborated with executives, academics, consultants, editors, instructors, and vendors of training solutions.
- Integrated multiple custom programs into streamlined, standardized course content for China, Japan, Germany, France, England, Hong Kong, and Mexico. Led new product development, including budgeting and production of award-winning workbook and video programs.

EDUCATION

Associates in Business Administration, Accounting

Handelsschule - Karlsruhe, Germany

International Marketing, Statistics, and Computing

Colorado State University - Continued Education - Fort Collins, CO