

# Charles Crawford Caro

## Professional Profile

- *Senior level executive with over ten years of experience in business development, marketing, and product management. Background includes hands-on experience in virtually every functional and organization role from top executive, such as President and Chief Executive Officer, to roles in marketing, business development, product management, design, quality assurance, training, recruiting, customer service, and product development.*
- *Seasoned expert able to balance and manage human and financial assets to maximize return on investment while ensuring team effectiveness coupled with on-going customer satisfaction in the marketplace.*
- *Recognized effective leader and innovator that has been successful at building, managing, motivating and retaining talented, empowered teams within both small and large diverse international organizations.*

## Work Experience:

**Sedona Technologies, Moline, IL (W-2 Contract working out of Tampa, FL)**

**Deployment Associate**

11/2009 - 3/2010

Involved with IBM, as a contractor, in the deployment of computer equipment to IBM client offices (State Farm) in the Tampa Bay Area.

**Sedona Technologies, Moline, IL (W-2 Contract working out of Tampa, FL)**

**Deployment Associate**

7/2008 - 11/2008

Involved on a national level with IBM, as a contractor, in the deployment of computer equipment to IBM client offices (State Farm). Work also included function of providing in-field training for new contractors coming into the project.

**Goblin Shoppe, Tampa, FL**

**General Manager**

4/2004 - 11/2007

Launched and managed the model Games Workshop Rogue Trader (Independent Retailer) location in the United States with the focus on providing the best product resource and in-store tabletop gaming place in the southeast. Responsible for sales, marketing, purchasing, inventory control (10,000+ SKUs), accounting, and event management. Facility offered a minimum of two (2) Games Workshop registered tournament events every month. Designed and maintained Goblin Shoppe website, which became widely recognized as a key resource for both Games Workshop hobbyists and other Games Workshop independent retailers. The store location was viewed as a destination for Games Workshop hobbyists throughout the United States and frequently visited by international visitors.

**International Debt Management Corporation (IDM), Clearwater, FL**

**Vice President of Business Development**

1/1999 - 3/2004

Provided strategic planning to maximize the use of Internet for financial services startup organization specializing in assisting businesses facing difficulties with their accounts payable. Able to not only facilitate continued business development but also provided superior customer services to existing clients throughout the United States and Canada. Personally worked to ensure that firm was equipped to supply infrastructure to support business development for management team, clients, internal staff, and international cadre of independent broker associates. Provided leadership for training and mentor services to management, internal staff, and independent broker associates to ensure awareness of and ability in new business development methods is seamlessly integrated into the company business model. Worked to build network of over 200 independent broker associates throughout United States and Canada generating new business for at the rate of near \$2 million per month.

## EDUCATION:

**University of South Florida, (Tampa, Florida)**

Master of Arts Political Science (International Relations/Comparative Politics)

*Curriculum tailored to meet needs for international business*

**University of South Florida, (Tampa, Florida)**

Bachelor of Arts, Social Science Interdisciplinary

*Special curriculum major for superior students with multi-discipline career objectives*

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