

1989-1992

Account Executive, Dallas

BASIC COMPUTER

Developed new accounts and enhanced customer base for national distributor of microcomputer hardware and software. Target clients included Fortune 1000 companies in the Dallas/Ft. Worth area. Acquired new customers such as Deloitte and Touche, Arthur Andersen and PriceWaterhouse. As a result of this effort, Basic Computer became the vendor of choice for hardware and services. Major accomplishments include:

- Only new employee to exceed \$1.5 million in quota during the first year of employment. On target for 2.5 million quota in 1992.
- Acquired advanced training in Epson and Compaq computers, as well as marketing in the MIS environment.
- Received "Excellence in Sales" award from Compaq Corporation.

1990-1991

Account Executive, Dallas

COMPUTER ASSOCIATES

Sold mainframe software systems for this international industry giant. Responsibilities were specific to the Oklahoma territory. Generated client interest and created new sales opportunities with existing client base. Client list included American Airlines, Blue Cross/Blue Shield, Shell Oil, Conoco, State of Oklahoma and Purolator. Recognized as #1 sales representative in Oklahoma.

EDUCATION AND RELATED

- Midwestern State University, 1981-1985, Psychology
- Practice Management Consultant for Ophthalmologists, Opticians and Optometrists
- Zig Ziglar "Over the Top" Personal Coaching Program
- ABO Certified Speaker

COMMUNITY INVOLVEMENT

- 1997 - 2003 An Uncommon Legacy Foundation, Inc.
 - 2002-2003 National Vice Chair
 - 2000 National Board of Directors
 - 1999 Grants and Scholarships Chair
 - 1998 VIP Services Chair
 - 1997 Volunteer
- 1996 - 2003 Extra Mile Awards
 - 2003 Extra Mile Co-Chair
 - 2002 Silent Auction Co-Chair
 - 1998-2002 VIP Services Chair
 - 1997 Silent Auction Co-Chair
 - 1996 Volunteer
- 1999 - 2001 HRC Federal Club Member 2002-2003 BTD Table Captain
- 1997 - 2002 Women's Community Association member / volunteer
- 1998 - 2001 Women's Business Network
- 1995 - 1996 Gay News Break Oklahoma City, OK
- 1993 - 1995 HRC Black & White Party volunteer

Clarissa A. Carter

SUMMARY

Accomplished sales professional with a broad and deep understanding of the consumer business retail and hi-tech computer industries. With 16 years of experience in product sales, has developed a reputation for fast-tracking to achieving top sales quotas. Most recently Account Executive for the oldest consumer eyeglass distributor in America. Formerly, an account executive for market-leading computer hardware and software companies, where led specific territory development and penetration of these companies into the consumer computer market. Demonstrated ability to envision and cultivate new opportunities. Adept at consultative selling and persistent follow through. Excellent communicator and team player. Consistent top producer and "deal closer".

PROFESSIONAL EXPERIENCE

1993–Current

TURA, LTD.

Account Executive, Dallas and Oklahoma City

Responsible for Tura's highest producing sales territories. A proven track record of increasing sales volume year-over-year by augmenting existing contracts and developing new business relationships. Instrumental in maintaining Tura's market leadership position in the face of increasing competition and new entrants to the consumer eyeglass industry. Major accomplishments include:

- Achieved the highest sales volume for FY2000 for Central/West Region resulting in being identified as the #1 account executive.
- Recognized annually for significant sales accomplishments: Rookie of the Year (1995), National Top 10% (1996), National Top 5% (1997, 1998), and National Top 2% (1999).
- Increased territory net sales by over 300% from 1997 to 2000.
- Well-known in the consumer eyeglass industry as a result of speaking at numerous industry conventions and seminars.
- Consistently sought out to train individual ophthalmic offices in best practices to increase their consumer sales, improve consumer eyeglass selection and achieve high customer satisfaction.