

## Professional Highlights

### TALK SHOW HOST

Host of my own live, internet-based talk show, The Exceleration Zone!sm at Business America Radio (last show before going on hiatus 4/20/04). All shows have been archived at my website for convenient access.

### GUEST APPEARANCE

MortgageMediaMag.com, Topic: "Did you get your ROI on your last round of workshops and seminars?"

### PUBLISHED

Two articles appeared in Mortgage Press magazine: "Business Coaching: Guiding You To Higher Results" and "Workshops and Seminars: Have they made a difference for you?"

### CAREER THUMBNAIL

1999 - Present - The Karla Factor, LLCt/a Shifting Gears - Founder  
1997 - 1999 - Express Scripts, Inc. - VP, Sales  
1987 - 1997 - Prudential Home Mortgage Company - Sales - Wholesale Division, Sales - Corporate/Institutional Division  
1986 - 1987 - Ticor Title (now Chicago Title) -Sales  
1984 - 1986 - Citicorp Homeowners, Inc. -Sales

### During my career I demonstrated particular expertise in the following areas:

**LEADER & RELATIONSHIP BUILDER:** Garnering people's trust and regard has been a hallmark of my career. I have two simple rules:

1. See those with whom you work as people first before anything else,
2. Don't promise anything you don't intend to deliver. I am very successful in bringing people into a situation to help solve it.

This increases ownership, and I find that individuals and teams love to be part of generating ideas and creating solutions that are implemented. It shows respect and honors their contribution. It brings out the best in the people who actually do the tasks to leverage their experience to come up with new solutions. I am able to rally people around a task and get the job done while having fun doing it. If needed, will roll up my sleeves and do "the dirty work" to get the job done.

**PRODUCER:** Led the country in total closed loan volume for 6 years while in wholesale division for a leading national mortgage lender. Led in sales volume while employed at a healthcare organization where I put us back on the map with key consulting houses to receive RFPs. With the combined expertise of myself and my "road show" team we became recognized as a viable player again in the industry.

**INNOVATOR:** If one way doesn't work, I am able to create other avenues to success on my own or in a team. At one company, I developed seminars that hadn't been done before and this resulted in increased business and visibility for our company. With my team at another employer, we created a coherent and innovative marketing message with subject matter experts to back up our message. This approach won us credibility in the marketplace and reestablished this company as a viable competitor. We began to win business again.

**COMMUNICATOR & MOTIVATOR:** I can convey concepts and ideas to fit the audience verbally as well as in written form. In two of my former jobs, I often helped write materials that were targeted toward our customers and clients. This resulted in better relationships with our clients who in turn directed more business toward us. I am passionate when I believe in something and can bring people along with me.

**ORGANIZER:** Able to keep track of moving parts of a project and delegate tasks to accomplish goals. I co-chair fundraising events for Make-A-Wish® Foundation and with my team have increased total amount raised each year.



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