



Effective Sales Strategies

Great Strategies Produce Great Results.™

Karen Angellatta-Wheeler Bio



Karen Angellatta-Wheeler is the Founder & President of Effective Sales Strategies, LLC, a strategic consulting firm located in the Greater Atlanta Area. Effective Sales Strategies, LLC specializes in assisting human capital, training, consulting, technology, wireless and telecommunications organizations with successful strategies to increase their top and bottom line results, sales, marketing, training and leadership effectiveness and performance.

Karen is a Sales, Marketing, Human Capital & Training Strategist and Thought Leader with a 20 year proven track record of increasing sales, marketing awareness, employee retention and customer satisfaction, and building or redesigning successful, award-winning teams from the ground up. Her sales, marketing, leadership, training, operations, organizational development and human capital experience is focused on increasing top and bottom line results, performance and effectiveness.

As the former National Director of Sales Training for Verizon Wireless, Karen drove the company's sales training strategy across all channels of distribution for 31,000 of 69,000 employees including 7,000 executives, directors and managers across 2,500 locations. In addition, Karen has developed and managed award-winning sales, marketing, training and human capital programs highlighted in Training Magazine's Top 100 & 125 Lists for the last 8 years helping Verizon Wireless earn the coveted number 4 spot in both 2007 and 2008.

Karen has successfully "carried the bag" allowing her to truly relate to your sales and marketing leaders and understand your business goals. Since she was an executive decision maker for sales, marketing and training initiatives for large corporations like The Limited, GTE and Verizon Wireless, Karen brings a unique "buyer" and "client" perspective to her firm's consulting engagements.



Karen is a graduate of the University of Akron's College of Business Administration majoring in Business with concentrations in Marketing, Sales and Advertising. The University of Akron ranks as one of the six best sales programs in the country, at both the graduate and undergraduate levels, according to Sales and Marketing Management Magazine, 8th in the world for its research in selling (Journal of Personal Selling and Sales Management, 2000) and 11th in the closely related field of industrial marketing (Industrial Marketing Management, 2001).

Karen is an active member of the American Society of Training and Development (ASTD), ASTD Atlanta, Society of Human Resource Management (SHRM), SHRM Atlanta, International Society for Performance Instruction (ISPI), ISPI Atlanta, Technology Association of Georgia, Women in Technology, Atlanta Women's Network and E-Women Network.

In 2009, Karen is serving as ASTD Atlanta's Vice President of Marketing. Her responsibilities include leading all of the marketing, public relations, sponsorships, and vendor/supplier relations and partnering with the rest of ASTD Atlanta's Board to increase revenues of the Chapter and improve its presence in the Greater Atlanta Area and throughout Georgia.

Karen can be reached at Karen@EffectiveSalesStrategies.com. For more information about Effective Sales Strategies, please visit our website at www.EffectiveSalesStrategies.com.