

Carrie M. Fix
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Professional Work Experience

M.E. Dey & Co., Inc. - U.S. Customs Broker, Freight Forwarder and Compliance Specialists
Manager of International Trade Development
Milwaukee Wi. 6/94 – Present

- Solely responsible for all corporate outside sales efforts.
- Responsible, along with internal operations, for increasing revenue sales 413% from 1994 to present, which resulted in more than a doubling of internal staff.
- Achieved 87% success rate for quarterly sales goals, including new accounts and additional business from existing clients.
- Targeted specific new accounts for Customs Compliance Consulting - with 96% success.
- Primary external contact for potential and current customers.
- One and only sales participant in upper management team which achieved its primary goal to double sales revenue per transaction within 2 years – implemented in 2006.
- Interdepartmental coordinator and manager of multiple RFQ and compliance consulting projects.
- Conducted internal initiative with our owners to increase divisional cooperation – with excellent success.
- Provided customer updates, goals and internal department information to owners and upper management in weekly sales and management meetings.
- Computerized all sales calls and leads, developing follow up procedures and providing entire company with weekly reports.
- Deployed a successful initiative to include internal operations employees on external sales calls.
- Educated clients in global import/export operations, logistics and international trade and classification compliance.
- Developed and implemented corporate U.S. Customs Compliance Division in partnership with our owner.
- Represented corporate interests in S. Korea, Japan, Germany, France, Belgium and the Netherlands.

Wisconsin Garden and Pet
Operations Manager Garden Division
Wauwatosa, Wi. 1/92-12/93

- Coordinator of Operations – focused on sales, marketing, purchasing, customer service, hiring and training of employees.
- Achieved strength in customer service and problem solving skills.

Middle East Educational Resources
Educational Consultant
Wauwatosa, Wi. 6/90 – 1/92

- Project Coordinator and Marketing Analyst for educational resources focusing on the contemporary Middle East and North Africa. Principal Project Manager for maps used in worldwide educational programs.
- Achieved extensive knowledge of geography and understanding of its impact and importance in international relations.

Market Probe

Market Surveyor

Wauwatosa, WI. 1/90 – 12/90

- Compiled and evaluated data on marketing studies for clients seeking international expansion.
- Developed economic and cultural understanding of international markets.
- Gained insight into pre-investment considerations which are critical to international market growth.

University of Wisconsin - Milwaukee

Research Assistant

Milwaukee, WI. 1/89-12/89

- Collected and evaluated data on population statistics for the Department of Economics

University of Chicago

Exhibit Supervisor

Chicago, Il. 1983-1989

- Represented the Center for Middle Eastern Studies at workshops focusing on improving the knowledge of history educators nationwide.
- Improved understanding of the role of Middle Eastern and worldwide history and its importance on today's culture.

Education

- Master of Science in International Business Management, University of Wisconsin - Milwaukee, 1990.
- European Economics Trade Development Program, Justus Leibig University, Giessen, Germany 1989.
- Bachelor of Arts in European Intellectual History, University of Wisconsin – Milwaukee 1987.
- Bachelor of Arts in International Relations, University of Wisconsin – Milwaukee 1987.

Software Proficiency

- Computer proficient PC and Apple. Extensive usage of MS Business Contact Manager.
- Strong understanding of Alliance system – interface system with U.S. Customs.
- Used Customs Info software to research target or current client relationship with U.S. Customs.
- Extensive understanding of Manifest Journals, a powerful search tool for international shipping.

Professional Affiliations and Board Experience

- Milwaukee World Trade Association – 1989 to present. Serving as President 2001-2002, Board Member 1996-2003, Technology Chairperson 2000-2003, Nomination Committee 1999 –Present and Compliance Committee 2008 - present.
- Madison International Trade Association – 2001 - present. Board Member 2003-2004.
- International Credit Executives – 2000- Present. Board Member 2004 – 2007. Chairperson 2006.
- Metropolitan Milwaukee Association of Commerce – 1994 – Present.
- China Council Member – MMAC – 2005 – Present.
- Milwaukee County Technical College, 1995-1997 – Board Member.

Areas of Specialization and Awards

- 2008 Harry Brockel Award Winner - Milwaukee World Trade Association
- Extensive sales training in organizational project management, marketing, departmental mediation, long and short term goal strategy and achievement.
- Proficient in the German language.
- Research and travel in the Europe, South America and the Far East.
- Rotary International Group Study Exchange Program – South Korea 1996.