



## Shanna Aldridge, Client Director

Shanna Aldridge originally joined EGS as the Director of International Events and Development for Edwards Global Services. In that capacity she was responsible for organizing international marketing events and travel in 15 to 20 cities and countries each year. She served as a liaison between EGS, the U.S. Commercial Services and the EGS international associates while evaluating, planning budgeting and implementing the multi-client international development events. Ms. Aldridge also manages the extensive lead stream for EGS clients including the initial contact, marketing documents, and individual client tracking and reporting.



Shanna has recently been promoted to Client Director reporting directly to the CEO, Bill Edwards. In her new role Shanna will assist Mr. Edwards with the EGS Clients he directly manages.

Prior to joining Edwards Global Services Ms. Aldridge was recruited by top-level executives in two large media companies; CBS Radio and Denver Newspaper Agency. In addition she worked with fortune 500 companies such as Wells Fargo and Sprint.

During her tenor with Wells Fargo and Sprint, Ms. Aldridge gained a wide-range of experience in customer service, client billing, and employee relations. She received numerous awards and recognition for outstanding customer service and escalated dispute resolution. Ms. Aldridge was responsible for tracking sales performance as well as monthly objectives. In addition she handled new employee orientation, benefits and training.

While with CBS Radio and the Denver Newspaper Agency Shanna Aldridge gained extensive expertise in training, event coordination and special projects. She managed client promotions, PR events, and the company's relocation to new facilities. Additionally she was responsible for maintaining client relations with over 1000 media affiliates. Most recently Ms. Aldridge supported a startup franchise company focused on mergers and acquisitions in addition to franchise resales.

[saldridge@edwardsglobal.com](mailto:saldridge@edwardsglobal.com)

1.720.471.4491 Direct



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