



Shanna Aldridge, CFE, Client Director

Shanna Aldridge joined EGS in 2014. She is responsible for evaluating, organizing, budgeting and implementing international marketing events and travel in 15 to 20 cities and countries each year. She has served as a liaison between EGS, the U.S. Commercial Services and the EGS international associates to promote these events. Ms. Aldridge also manages the extensive lead stream for EGS clients including the initial contact, marketing documents, and individual client tracking and reporting in addition to managing EGS' special projects. As the Client Director, Ms. Aldridge meets with clients to receive extensive knowledge of the brand to create detailed marketing documents to the international market. She continually works with our clients to ensure all international marketing and promotions are current and relative to the target investors and countries focusing on culture and business customs. In 2017, Ms. Aldridge was awarded the Certified Franchise Executive (CFE) designation.



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

During her tenure 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, Ms. 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.

