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**Caren Shaffer, CME**

Senior Vice President of Educational Services

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Caren Shaffer brings to Profiles International, Inc. more than 28 years of experience in marketing, management, and business development. She is a profit-oriented executive that makes dollar decisions resulting in an improved bottom line. Shaffer has an extensive background in marketing and has demonstrated strengths in major client acquisition, increased profitability, organizational efficiency, and client satisfaction/repeat sales.

Shaffer previously held positions as Executive Vice President/General Manager, Tennessee Division for Corporate Express 1979-1995, Chairman of Sales & Marketing Executives International 2000 & 2001, Managing Partner of CSP Associates, LP 1998-2002, and President of Success Group, LLC 1995-2004.

She has had extensive involvement with the Nashville Chamber of Commerce Board of Directors 1990-1995, Sales and Marketing Executives International as President of the local affiliate in Nashville 1990- 1992, President of the Nashville Symphony Guild 2002, Vice President of Friends of Cheekwood 2003, and the Saturn Non-Direct Supplier Council Chairman in 1994.

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