



## Charlotte Watkins

### A Brief Resumé

Charlotte Watkins is a Director of Corteks and is the Lead Program Director at Appellon. She is a recognised expert in Key Account Management and Complex Selling and has a detailed understanding of the planning, disciplines and best practices required to develop and implement world-class programs.

Charlotte also has the expertise in leading sales transformation programs to drive growth and cultural change. Charlotte is an experienced consultant and qualified Executive Coach, who has had nearly 20 years' experience working across multiple industries, including IT, media and professional services in Australia and the UK.

Prior to joining Corteks, Charlotte held senior sales leadership and client facing positions in a variety of blue-chip companies, including Deloitte, Gartner and United Business Media across multiple disciplines and regions. Charlotte has been recognised for her success in leading teams, strategic initiatives and global client programs to improve team performance, client experience and operational efficiency.

Most recently, Charlotte was the National Head of Client Experience at Deloitte Australia, where she successfully led the team to implement a large scale transformation program focused on improving the retention and growth of Deloitte's Top 50 strategic accounts. This included a number of external programs, targeted at C'Suite Executives, as well as internal training programs focused on embedding global account management best practice amongst the Lead Client Service Partners and their leadership teams.

Charlotte is particularly skilled at working with sales and account management teams to embed the strategy, planning and processes required to build high-performing teams and drive scalable change. Charlotte is known by her clients for her ability to adapt to an organisation's culture and energy to drive through to conclusion to bring about practical change.