

# About Our Marketing and Sales Team

---

## **Mark Olson, Executive Vice President**

Mark is our Executive Vice President, Marketing and Sales. He is responsible for leading our sales and Sales efforts and developing a long range marketing strategy. He also is a member of the Senior Management team where his campus, corporate, and association experience add insight into developing business solutions for customers.

Mark began his career in student financial services at the University of Southern California and later served as Deputy Vice President for Student Administrative Services at Columbia University. In 1995, he joined Sallie Mae, where he was part of an executive team charged with developing e-commerce solutions for schools, universities and students. He most recently served as Chief Operating Officer and Executive Vice President of the National Association of College and University Business Officers (NACUBO), a membership organization representing chief administrative and financial officers from 2,200 campuses.

In addition to having written dozens of articles for professional journals, Mark recently co-authored The Business Value Web with Don Norris, the best-selling NACUBO publication on outsourcing strategies and business process analysis. He is a frequent featured speaker at national associations and professional conferences.

Mark received his undergraduate degree in English at Arizona State University, and has a master's degree in Rhetoric, Linguistics, and Literature from University of Southern California.

Mark enjoys playing golf, tennis, gourmet cooking, and exploring the back roads of America.

## **Brad Resler, National Sales Manager**

Brad is the National Sales Manager for Campus Partners. His primary responsibilities are to develop new sales opportunities, develop and implement a strategic sales plan, and grow the company's market presence. He recently began supervising our Account Managers, who are charged with providing customer training, consultation about products and services, and conducting on-site customer visits and regional meetings. Prior to joining the organization in January of 2005, Brad spent seven years in sales

and marketing management positions with Gilbarco Inc., a leading manufacturer of retail petroleum dispensing systems and payment devices. While serving as the company's Southeast U.S. Sales Manager, Brad managed annual sales in excess of \$20 million.

Brad returned to his education-based roots by joining the Campus Partners team. He earned an undergraduate degree from Purdue University in Education, taught in a public high school, and later worked at Northwestern University as an Assistant to the Dean of the College of Arts and Sciences.

He is currently pursuing a Masters of Business Administration degree from the University of North Carolina at Greensboro.

Away from work, Brad enjoys spending time with his family, which includes his wife, Dana, and two children, Leah, age three, and Ben, age one and a half. Brad also is an active volunteer at his church and a big fan of Purdue football.

## **LaShonda Hairston, Account Manager**

LaShonda is the Account Manager for the North region. She started her career with our company in 2001, and has since earned the accolades of her customers and the respect of her colleagues. She is an expert at consultative selling and makes sure that her customers know about time-saving products such as our Separation Date Management Service or products such as Cohort Right Track that help schools return funds to their loan portfolios.

She is also a skilled trainer and takes the lead in presenting our Student Loans 101 and 202 workshops and Web conferences. Because of her training responsibilities, she is well-known to customers across the country. She frequently receives compliments from customers such as the one contained in this recent e-mail. The customer wrote, "Thank you for your help: a issue comes up suddenly, you handle it quickly and expertly, and life here is easy. Whew!"

LaShonda previously worked for the North Carolina Black Repertory Theater Company in marketing and communications and still volunteers her time with the organization. She graduated from Appalachian State

# About Our Marketing and Sales Team

---

University with a Bachelor of Science degree in Communications with a concentration in Public Relations and a minor in Marketing. LaShonda and her husband are expecting their first child in October.

## **Pattie Mastin, Account Manager**

Pattie is an Account Manager for the Central region. Her primary responsibilities include providing on-site training and seminars for current customers.

Pattie began her career in the student loan industry in 2001. She had previously worked with Campus Partners as a School Relations Coordinator in the Southern territory, as well as serving as an Account Executive. In addition to this experience, she had the opportunity to work with a collection agency that specialized in the collection of higher education debt. In these capacities, Pattie has gained the knowledge and experience necessary to build strong relationships with our customers. She has developed skills and identified tools that aid in a customer's success, as well as assisting them with the management of their student loan portfolio. Pattie continues to be client-focused in her efforts, ensuring that the needs of our customers are met.

Pattie holds a BA in Communication from SUNY Oswego and a Master of Science in Education degree in Counseling Psychology from St. Bonaventure University.

Pattie enjoys reading, gardening, and watching reality television shows such as Survivor, the Amazing Race, and Trading Spaces.

## **Sean Collins, Account Manager**

Sean joined our company recently after graduating from Wake Forest University. As an Account Manager for the South region, Sean is responsible for customer training, consultative selling, conducting on-site training and Regional Meetings. Before joining Campus Partners, Sean interned for UBS Financial Services and Duke Comprehensive Cancer Center and worked for a successful United States Senate campaign. Sean's degree is in Analytical Finance.

Sean enjoys playing basketball, golf, and downhill skiing and reading books such as Monkey Business, Liar's Poker, and The Millionaire Next Door.

## **Carolyn Williams, Marketing Manager**

Carolyn is the Marketing Manager for Campus Partners. She is responsible for internal and external communications with our staff and customers, as well as developing a marketing strategy to promote our products and services. She is editor of the *Campus Partners Update*, a monthly publication that provides legislative, regulatory, and new product updates, as well as other pertinent information for our customers. She manages our communications, web conferencing, and marketing plans as well. She is also responsible for the static content on all our Web sites and ensures the most current customer news is posted on [www.campuspartners.com](http://www.campuspartners.com). Carolyn supervises our marketing and communications staff, who create and produce sales proposals, manuals, forms, and letters; manage contracts and respond to Requests for Proposal; and provide administrative support for our sales team.

Carolyn was the leader in the 2003 re-design of [campuspartners.com](http://campuspartners.com) and provided the text and static content for [mycampusloan.com](http://mycampusloan.com). In 2003, Carolyn was the recipient of the Anne-Marie Miller Service Excellence Award, our company's most prestigious award.

Carolyn previously has served as a development director for several non-profit organizations and has taught at the post-secondary level. She graduated from North Carolina State University with a Bachelor or Arts degree in English and a Master of Science in Sociology.

## **Donna Powell, Contract Administrator**

Donna is Contract Administrator for Campus Partners. As Contract Administrator, Donna is responsible for developing and submitting proposals and responses to requests from current and potential customers. In addition, the Contract Administrator also determines the format, layout, content and organization of these proposals to ensure that Campus Partners' message and abilities are clearly and concisely showcased. Additionally, Donna also works to improve the contract administration systems used to support our products and services, and guarantees our contract and customer databases accurately reflect customer contacts, contract terms and industry standards. The Contract Administrator also provides leadership in the collection,

# About Our Marketing and Sales Team

---

organization, analysis, and interpretation of information about our market and our competitors.

Donna is a graduate of the University of North Carolina at Charlotte where she obtained a Bachelor of Arts Degree in English. She also completed a 2<sup>nd</sup> Career Curriculum in Programming, maintaining a Grade Point Average of a perfect 4.0. Prior to joining Campus Partners, Donna worked as a Customer Service Manager, Programmer Analyst and a Project Manager. Being able to understand both the technical and non-technical side of the business had made providing quality customer service second nature.

In her spare time, Donna enjoys all aspects of music, including performing. She plays all brass instruments as well as the flute. She was chosen to perform with the Spirit of America Marching Band, touring Europe and representing the United States at the World Music Contest in Holland. She'll be the first to let you know she has gotten a little 'rusty' over the years. Donna is an avid reader of fiction and loves a good movie that can make you cry.

## **Carolyn Poplin, Administrative Assistant**

Carolyn has worked for our company for 24 years. She began her career in word processing, when two shifts of employees prepared all types of documents for outgoing correspondence, as well as maintained internal documentation. In those pre-computer days, every document had to be typed.

Carolyn's role has evolved as her responsibilities have grown. She now prepares the first draft of our responses to Requests for Proposals, and her knowledge of the bid process makes her an invaluable member of the Marketing and Sales team. It is not unusual for Carolyn to create an over 200 page response to a RFP within one or two days. After the proposal is edited and fine-tuned by Donna Powell, our Contract Administrator, she readies a final flawless proposal for mailing. She also provides administrative support for the team and the company.

Carolyn is very active in her church and enjoys trips to the mountains or the beach with her family.

## **Debra Pitts, Administrative Assistant**

Debra is also a long-term employee of the company, having worked here for over 23 years. Debra is very involved in our bid process and has invaluable knowledge of assembling hundreds of pages of attachments for each proposal. She helps the Account Managers prepare for regional meetings and coordinates conference logistics for the group.

Debra has an almost endless list of individual responsibilities that include preparing reports for the Servicing Center, registering customers for training events, preparing new contracts and maintaining our database of customer information for which she sends out the Campus Partners *Update* each month. In 2004, Debra won one of three "Shining Star" awards presented at our Annual Employee recognition event. She was recognized for her teamwork and dedication to customer service excellence.

Debra enjoys camping with her family and going on weekend trips with her long-time friends.

