

CHARLES R. GIBBS

Chuck Gibbs is currently the President & Founder of CRM Web Solutions which developed the Child Care CRM Customer Relationship Management and Marketing system. He has been creating and selling software systems for most of his career. Chuck has extensive child care industry experience and a vast knowledge of successful sales & marketing systems, strategies and techniques that he has brought to the development of Child Care CRM and provides consulting on best business practices with clients in the child care industry. His experience includes:

- 22 Years in Child Care Software Management Applications
- Sales & Marketing Specialist for 25 years
- Experience in Finance, Accounting, Business Operations and Customer Services
- Involved with Development and Ownership of 4 Child Care Software Businesses
- Business Analysis, Systems Design & Project Management
- Industry Consultant – Has Worked with 1,000+ Centers/Schools
- Member of NAEYC, NACCP, NCCA, NAA and other related organizations

PROFESSIONAL EXPERIENCE:

- **President/Owner** 2010 – Present
 - Child Care Technology Solutions, LLC, and CRM Web Solutions, LLC – Plano, TX
Software consulting to child care industry center and vendor organizations, including experience within large multi-site operators, small chains and individual child care centers. Product design, project management, business development and sales of customer relationship and marketing system (ChildCare CRM). Manage all financial and administrative aspects of the business.
- **Vice President Business Development** 2005 – 2009
 - CareSmart Solutions, LLC - Dallas, TX
Software consulting and sales to large multi-site operators, small chains and individual child care centers. Project management of major customer opportunities including business requirements, needs analysis and product scoping. Manage and coordinate all marketing functions including website, marketing materials, trade shows, advertising and email/direct mail campaigns. International consulting experience in Canada and the United Kingdom within the child care software industry.
- **National Sales Director/Regional Manager** 1995 – 2005
 - Softerware, Inc., Dublin - Ohio
Software consulting and sales to child care centers, preschools, private schools, public schools, YMCA's, camps and conference centers throughout United States and Canada. Handle national sales of large accounts and regional sales of smaller accounts. Manage regional office with sales, support and administrative staff.
- **President/Owner** 1989 – 1995
 - Care Software Systems, Dublin - Ohio
Designed, managed development, marketed and supported Child Care 2000 Management System. Hired, reviewed, motivated, and managed sales team from inception to become 2nd largest childcare software company over a five year period of time. Negotiated 1995 merger with SofterWare.
- **President/Partner, VP Finance & Marketing, Accounting Management/Controller** 1977 – 1989
 - Various computer software sales businesses and Fortune 500 companies
A wide range of experience in business financial management and sales & marketing, including driving products into new markets and extensive consultive selling.

EDUCATION / ADDITIONAL TRAINING:

Bachelor of Science Degree in Business Administration, Colorado State University; Post Graduate studies at the University of Colorado at Denver; Various Sales & Marketing, Business Development and Management Training Courses; Internet, Social Media and Email Marketing Training Seminars.