



Carlos L. Madriz  
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Carlos Madriz is an experienced performance consultant, training, and group facilitator with over 20 years in field sales, sales management and operations with Fortune 500 corporations.

Born and raised in Caracas, Venezuela, Carlos has a diverse career path that includes a 3-year international assignment to the United States that turned into a life-changing experience by making the USA home for him, his wife Ani and daughter Ana.

Fluent in Spanish and English, Carlos has traveled and trained extensively throughout The Americas, Europe, and Asia Pacific, which has allowed him to experience and understand unique business practices and etiquette in different cultures.

His extensive international experience has validated his belief “It is not what you do, it is how you do it” that secures success.

Carlos brings a broad base of skills from consulting and coaching, to needs assessment, program management, project design, etc. – all applicable to change management and sales transformation. With a passion for real impact on sales effectiveness and productivity, he has helped to customize training programs for effective facilitation and implementation.

He strongly believes that for training to add value, deliverable outcomes must align to challenging sales and business objectives. His major goal is to help make the connection that training events and behavioral change must go hand-in-hand to get better results and deliver training ROI.

His motto: “How can it be done better, faster and more effective?”

Carlos earned his International Business Management Certification from the Graduate School of Business in Georgetown University, a Sales Management & Marketing Strategy Certification from the University of Virginia’s Darden Graduate School of Business Administration, and a B.S. degree in Chemistry from Davis & Elkins College in West Virginia. He is currently working on his International Coaching Certification.

