

CHARLES STEPHENS

LEAD APPLE SOLUTIONS CONSULTANT

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SUMMARY

Results-focused sales leader with 15+ years' experience launching strategic business plans and directing sales operations to drive multi-million-dollar revenue growth. Build authentic client relationships to define their needs and provide innovative solutions that position them for success. Trusted consultant who fosters high-performing brand advocates, cultivates partner relationships, and consistently exceeds challenging targets and quotas.

KEY SKILLS & STRENGTHS

- Account Management & Growth
- End-to-End Sales Management
- Business Development & Revenue Growth
- Strategy Planning, Launch & Tracking
- Client Acquisition & Retention
- Negotiation, Pitching, Presenting & Influencing
- Cross-functional Team Leadership
- Relationship Management
- Sales Campaign Management
- Market Research & Trend Analysis
- Channel Partner Management
- Operational Excellence
- Technical Consultancy & Solution Selling
- Microsoft Office & Salesforce
- Internal CRM Software Testing & Optimization

CAREER HISTORY

Lead Apple Solutions Consultant/Area Sales Manager

2017 - Present

Apple – Central Midwest/Kansas, Missouri

- Direct operations to drive partner awareness and sales of "hero" product categories (Mac, iPad, iPhone, Watch), accessories, and services
- Optimize performance across 4 partners by developing the knowledge of reps regarding the product lineup, while working with senior management to build business plans that drive growth between the partner and Apple
- Collaborate with Apple's channel account team and high-profile partners (Best Buy, AT&T, T-Mobile, Verizon) to showcase the Apple ecosystem of products via training and coaching – influencing them to scale revenue
- Managed an ambitious initiative to transform existing stores with no historical sales data to enable them to achieve Apple's sales quotas/KPIs within limited timescales
- Met/exceeded challenging quotas in both the Kansas City and St. Louis markets for Q1FY24 (15% over-delivery in consumer and 25% in carrier)
- Consistently achieve \$15M-\$20M in quarterly revenue through expert management of 20+ retail locations – applying a data-driven approach to setting revenue targets and providing ongoing insights to leaders/partners
- Service senior stakeholders with quarterly business reviews (up to VP level) to inform qualified decision-making
- Lead a large team in all aspects of performance management and corporate communications, while elevating individual performance through coaching and mentorship
- Scaled partner Mac market share in the new St. Louis territory by 20% within just 6-months by delivering weekly custom training content to improve the customer experience
- Launch sales programs and utilize both enablement tools and training to improve partner capabilities, while tracking/reporting on the partnership's strength and efficiency between Apple and channel partners
- Orchestrate strategic business planning and execute key calendar moments throughout the year to exceed Apple finance quota targets – with a focus on delivering back to school targets of \$10-13M across partner doors
- Head collaborations with cross-functional teams to improve internal apps, processes, and partner advocacy programs to increase partner retention and device deployment
- Supported the development of the 'contact' field application from concept into a single app solution for surveys, photos, notes, check-in times and more
- Sat on team to improve the 'Seed' partner advocacy program to reduce sign up steps from 30+ to 12 to accelerate the process and capture more registered users
- Shaped and improved the demo technology team's rollout of demo software to devices

Apple Solutions Consultant**2015 - 2017**

Apple – Brentwood, Missouri

- Positioned the largest channel retail partner in St. Louis for growth and success by developing revenue and unit targets, and tracking performance to meet Apple's finance forecast
- Upon launch of the AppleCare program inside Best Buy, became one of the first individuals to carry a 50% attach throughout the first quarter of the rollout
- Improved the performance of partner team members by fostering a brand culture and mentoring Apple Advisors
- Supported the operational onboarding of new hires, including tool and device configuration, support, and all necessary access to accelerate the process
- Created impactful keynote training decks for use by internal and partner teams to increase higher employee engagement during training sessions

AppleCare Senior Advisor**2012 - 2015**

Apple – Remote

- Delivered high-level technical support to Mac customers by building trusting relationships, diagnosing system issues and leveraging technical expertise to develop and implement solutions
- Met highly competitive KPIs for Hold Time, Customer Satisfaction (95%), and average handle time (ranking in the top 5%)
- Assigned to Apple's Carpe Facto team by senior management to provide on-site engineering support in the diagnosis and resolution of diverse issues
- Improved Apple support processes by publishing knowledge base articles to establish best practices/standards
- Selected to train and develop advisors in the application of a new call flow model "Here to Help", before providing live feedback to associates to improve KPI attainment
- Cross-trained within multiple product categories including iOS, Apple TV, Wireless Networking, and iApps,
- Served as a technical expert in all aspects of network diagnosis, user and group management, software management (installation and removal), data analysis and storage optimization, and application support

EDUCATION**BBA Organizational Leadership****In Progress**

University of Mass. Global

SAP – Technology Consultant Professional**Expected: 05/2025**

Coursera

Cyberup K-5 Mentor**2025 – Present**

Powerup Youth Program

Six Sigma Green Belt Certification**2018**

Villanova University

CERTIFICATIONS & CONTINUOUS PROFESSIONAL DEVELOPMENT

- Salesforce – Sales and CRM Overview, Coursera
- macOS Certified Support Professional

HONORS & AWARDS

- Recipient of the regional leadership award for 2 consecutive quarters for contributions to onboarding and teamwork in the region/division
- Selected to represent Team USA sales during the Worldwide Excellence Summit – created an engaging script and video detailing retail tips and insights (viewed by 300K SEED users)