

Debbie Castrodale



Debbie's strengths remain in her consistent ability to analyze and generate incremental sales. The development of Debbie's personal accounts remains especially noteworthy.... the performance of Debbie's team members demonstrates her ability to transfer her working knowledge of the business.... – Hershey supervisor

Like a diver after pearls, Debbie Castrodale has an innate ability to help individuals find and nurture their true strengths and talents and as she puts it, learn to have the “right conversation” through stories. Debbie is also known for her ability to quickly galvanize, energize, motivate and build trust with clients and students alike while not being afraid to raise the bar and challenge the status quo at the same time.

Debbie is a former district manager of one **of Hershey Chocolate USA's** largest districts and a **President's Cup award winner** at that Fortune 500 company. Promoted 5 times in 11 years, Debbie has extensive training and experience managing high-performance sales teams and key accounts in multiple geographic locations.

Her instinctive and inherent talent for sales is topped only by her ability to teach others the secrets of her success. A rarity in the world of sales, Debbie is equally capable of closing a deal as she is mentoring a team member or mediating a sensitive employee situation or critical sales contract.

After 11 years in the corporate world, Debbie spent 12 years running her own unique and successful online business — **DistinctCards.com** — which garnered a **top 10-category rank by Google** over a 5-year period, as rated by quality of site and number “hits.”

Debbie Castrodale has currently joined forces with The Avadon Group as a **Founding member, Master Facilitator** and as **VP of Sales**. Her unique and diverse skill set, and her understanding of key business principles, make her a much-valued addition to **Avadon**, and a substantial benefit to clients and students alike. Debbie's hallmark class, **“Sell Yourself”** is gaining widespread attention in the RTP community as she turns the standard “elevator pitch” on its head. In a new global economy where statistics show that most individuals will change jobs every 1-5 years, learning to sell yourself will be critical to the process of maintaining or finding jobs.

Debbie is an excellent instructor of the Avadon Group. She is an expert at the concept of branding and personal selling. Her knowledge and instruction helped me to create a new personal brand that has been highly effective in my communications with recruiters, prospective employers, and business contacts. Debbie is an honest, frank, yet personable individual who pushes herself to meet her student's needs in a way that far exceeds expectations. Debbie is also a joy to be around. Her high energy style always leaves me feeling reenergized and ready to tackle any challenge or grab the brass ring of any opportunity. I highly recommend her as an instructor and invaluable advisor.” July 25, 2009

Top qualities: Great Results, Personable, High Integrity Cynthia M. Williams, MBA