



Professional Biography – Heidi McCarthy

Heidi has been customer focused her whole life. And she has been a "tough customer" most of the time as well. She sets high, customer centric expectations for herself and those under her supervision, at the same time expecting the same high standards from others.

Heidi got her start in customer service working as waitress while putting herself through college. If you want to make any money as a server, you've got to be focused on the Service.

From 1978 – 1980 she partnered with her husband Kyle in his underwater salvage business, Master Divers, based out of Newport Beach, CA. In dealing with the "rich and famous" Heidi learned a lot about people's expectations. She also honed her skills in dealing with people who could be very challenging.

Heidi also worked in the corporate arena, working in the Newsstand Circulation Department of Petersen Publishing. Her eight years at Petersen taught her much about the ins and outs of working in corporate America. She learned how to deal with internal policies, procedures and politics. She also learned how to deal with vendors and customers.

In her later years with Petersen, as Manager of Single Copy Sales, she would represent the company in meetings with local magazine wholesalers all across the United States and Canada. She also was part of the team that dealt with and met with the national distributor based in the metro New York City area.

In 1989 Heidi started her own consulting company, Business Support Services (BSS). BSS taught its clients the skills of office organization, efficiency and time management. She also did meeting planning – working on projects as small as 10 – 15 people up to retreats and conferences of 1,000 people. Additionally, as a meeting planner she coordinated a two-day street festival in the Los Angeles Flower District.

It was when she was still running BSS that she started consulting with Custom Training Institute. The consulting soon became a full time job, where she is became the General Manager and Director of Operations.

Heidi is also the founder and President of Toughest Customer. This company is based in Prescott Valley, AZ.

Education:

National University, Los Angeles, California

Bachelor of Business Administration, Marketing emphasis

Summa Cum Laude, 1988

Awards and Recognition:

Member National Association of Professional & Executive Women

National University Certificate of Leadership Award and Scholarship

Women in Management, Certificate of Achievement

Women in Management, Certificate of Recognition

Women in Management, Certificate of Appreciation for Commitment and Leadership