

TITLE | Client Education Specialist

ABOUT | Ms. Werner joined BSM in 2017 and is located in Incline Village, Nev. Prior to joining BSM, she worked in project management for the publishing industry. In that role, she managed advertiser and vendor relationships, updated the internal team on project statuses, and supported the sales team.



AREAS OF EXPERTISE | In Ms. Werner's current role, she provides customer support to valued BSM customers. Her primary responsibilities include:

- ✓ Supporting customer-facing programs, products, & services
- ✓ Managing customer outreach
- ✓ Overseeing client certification initiatives
- ✓ Enhancing program utilization through practice & applicant engagement
- ✓ Assisting with membership renewals
- ✓ Analyzing membership data and analytics to improve the customer experience

EDUCATION | Bachelor of Arts in Public Relations and Marketing, Ashford University, Clinton, Iowa

DID YOU KNOW? | Carla loves to try new recipes, complete home improvement projects, and enjoy the great outdoors while hiking (with or without dogs), biking, and spending time in [North Lake Tahoe](#).