



CHARMAINE WARD

Founder
CW Marketing Consultants

Charmaine Ward is the founder of CW Marketing Consultants, a full service marketing and training consulting firm dedicated to partnering with emerging and large corporations, as well as non-profit organizations who seek to maximize their marketing and training investment.

Prior to founding CW Marketing Consultants, Charmaine held the titles of Vice President of Marketing, Director of Marketing Communications, Regional Sales and Marketing Manager and Sales Manager at companies including IBM, Bank of America, Showtime Networks, John H. Harland and Georgia-Pacific. As a result of her 20 years of experience in corporate leadership roles and five years of experience in consulting, Charmaine has amassed expertise in B-to-B, B-to-C, and multi-cultural marketing, as well as diversity, community relations, communications, training, employee development, customer service and sales effectiveness.

Charmaine is a member of the American Marketing Association (AMA), National Black MBA Association and Atlanta Business League. In addition, she is a graduate of United Way VIP and Leadership Atlanta.

Passionate about helping others realize their full potential, she provides leadership to a number of service organizations in the Atlanta community. She currently serves on the Boards of the National Coalition of 100 Black Women, Atlanta Chapter, National Black MBA Association, Atlanta chapter, Summerhill Neighborhood Association and West End Medical Center. She is also an active member of Delta Sigma Theta Sorority, Inc. In the past, Charmaine has served on the board of directors for the YWCA, Boys and Girls Club, State of Georgia Workforce Investment Board, and Black-Jewish Coalition, as well as volunteered in leadership positions with UNCF Mayors Masked Ball, 100 Black Men of America, Inc., National Black College Alumni Hall of Fame and Junior Achievement.

Charmaine is a frequent guest instructor for Inroads Atlanta, Georgia State University, and Clark Atlanta University. She is also often requested as a trainer for small businesses utilizing her self-created workshops including: Maximizing Your Marketing Dollars, Marketing YOU to Win and Power of Networking. She has received numerous awards, including Bank of America Small Business Advocate of the Year.

Charmaine earned an MBA with honors from the Executive MBA program at Kennesaw State University and graduated Magna Cum Laude from Clark Atlanta University earning a B.A. in Economics.

Charmaine is a native of Chicago, Illinois. She is a member of Word of Faith Family Cathedral and resides in Atlanta, Georgia.