

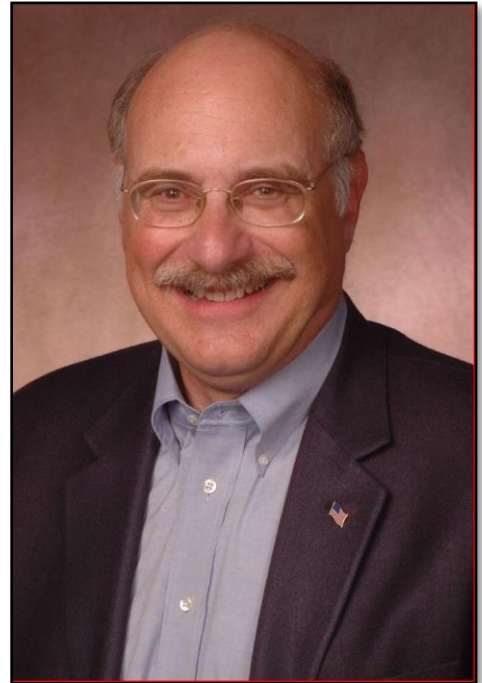
## Chuck Udell

**Chuck Udell** is a senior partner with the Essential Action Design Group, focusing on improving performance and profitability for clients through improved sales, marketing, and leadership development solutions. Part of his client engagement includes developing and implementing Kirkpatrick evaluation plans.

Previously, Chuck was employed by the Automotive Warehouse Distributors Association, Marion Merrill Dow, and Mobil Chemical Company. Prior to his civilian experience, he served as a U.S. Air Force officer.

Chuck earned his MBA from the University of Rochester, specializing in finance and marketing, and his BS from the University of Virginia. He earned his Master Automotive Aftermarket Professional (MAAP) designation in 2004 from the University of the Aftermarket, a division of Northwood University.

Chuck is the 2010 recipient of the Automotive Aftermarket Industry Association's (AAIA) Mort Schwartz Excellence in Education Award, and he serves on the AAIA training committee. He is Kirkpatrick silver level certified and has been approved by Kirkpatrick Partners to facilitate Kirkpatrick silver level certification programs.



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