



Carla Keaton Biography



Conceptualize It, Inc.
Management Consulting Services

Carla Keaton has always had a passion for detail, and works in business environments encouraging her to go the extra mile, to believe success is only achieved through excellence and it is the people who

make the company, not the company that makes the people. Keaton's goal is to share this passion with other organizations by taking individual business objectives, pouring her heart into them and making them happen.

Prior to starting her own management consulting business in 2002 (Conceptualize It, Inc.), Keaton worked with a variety of companies such as Cox Interactive Media (AccessAtlanta.com and GoCarolinas.com), Ring Radio Company (formally Atlanta's KISS 104.7) and The Dr. Laura Radio Program. She held a number of positions including marketing manager, controller, director of marketing, vice president and director of communications.

Her educational background includes a Masters of Business Administration from Georgia State University, Bachelor of Arts in Communications with a Business minor from Oglethorpe University (honors graduate) and Business Management studies at Pepperdine University. In addition, she holds a property and casualty insurance license and general contractor's license in the state of Georgia.

Her 25-year career has given her an edge as an entrepreneur because of her unique blend of marketing, finance and business development experience. She can help companies achieve short-term goals with a long-range vision. Clients include construction, media, marketing, communications, insurance, retail and barter.

In 2010, Keaton started her own insurance agency with the goal to further service her growing consulting client base. In 2013, Keaton joined Talbert Insurance Services to provide her customers with exceptional customer service (www.talbertservices.com- Best in Gwinnett 2009-2014) and offer a wider array of carriers from which to choose.

In 2014, Keaton joined with Kathryn Gibbs to form QB Atlanta LLC to begin providing payroll, HR and QuickBooks Support Services through the collaborative efforts of Accountware Solutions and Conceptualize It.

Keaton is genuinely involved in outreach and gives back to her community with her private charity, Tomorrow's Children, Inc. (www.tomorrowchildren.org). Her goal is to enrich lives by offering programs and services that give children hope and opportunity. Conceptualize It, Inc. has been a certified Women's Business Enterprise (WBE) and is currently a certified Female Business Enterprise (FBE) with the City of Atlanta for construction management, and Keaton has her General Contracting License in the state of Georgia.