



# Astrid Rial President ARIAL International



Astrid Rial is President and Founder of Arial International a multi-cultural, multi-lingual consulting, training and services firm that helps companies improve the satisfaction of their Spanish-speaking customers in call centers, branches, customer service, customer retention, sales and collections in Latin America and in the US Hispanic market. Founded in 1992 the firm has worked with clients in 30 countries on six continents and over 25,000 professionals have participated in their seminars. Arial International is a certified Women's Business Enterprise through the Women's Business Enterprise National Council (WBENC), the nation's largest third party certifier of businesses owned and operated by women in the US.

Ms. Rial is a 27-year business veteran and Hispanic professional. She is fully fluent in English and Spanish and has worked and traveled extensively throughout Latin America. She has trained thousands of business professionals around the world in English and Spanish in tools and skills to improve customer service, customer satisfaction, customer care, financial services topics and collections. She is a sought-after expert who has spoken at conferences throughout the world in Spanish and English.

Ms. Rial is the author of the best-selling book published by VRL Knowledgebank, Best Practice in Consumer Collections, written in English and Spanish and sponsored by Visa International. She has lectured at the Instituto Tecnológico Autónomo de Mexico (ITAM), and the UNAM, Universidad Nacional Autónoma de Mexico, prestigious universities in Mexico, spoken on television and radio talk shows and served on the Board of Directors for Consumer Credit Counseling Services of San Francisco and Mexico City, as well as for Collections and Credit Risk magazine from 1999-2007. A frequently interviewed and quoted speaker, her work has been published in numerous publications including Entrepreneur, Credit Card Management, Collections and Credit Risk, Collector's Ink, Business Mexico, El Financier0 and many others.

Ms. Rial is a graduate of the University of Washington in Seattle with a Bachelor of Arts and Sciences in Spanish. Prior to founding the firm, she held management positions for Nordstrom and Citicorp. She is an avid reader, cyclist, gourmet cook and enjoys international travel with her husband and two sons.