

Carlo G. Santoro

ENTREPRENEUR · SPEAKER · FACILITATOR · AUTHOR · COACH

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Melbourne, Australia

COMPANY

RetailCare — Founder & CEO

AUTHOR

Retail Sales & Customer Service Vol. 1 & 2

EO MEMBER SINCE

1997 — Global Board of Directors

SPEAKER RATING

5-Star Facilitator

INDUSTRY EXPERIENCE

30+ Years in Retail & Technology

BASED IN

Melbourne, Australia

AREAS OF EXPERTISE

Retail Technology Entrepreneurship Leadership
Facilitation Executive Coaching Franchising
EO Facilitation Customer Service Sales
Advisory Boards E-Commerce Omnichannel

EO LEADERSHIP JOURNEY

1997 Founding Member — EO Melbourne Chapter
Early Forum Moderator & Forum Trainer
Mid Chapter President — Melbourne
Regional Area Director & Region Council Chairman
Global EO Global Board of Directors
Present Speaker, Facilitator & MyEO Connector

PROFESSIONAL BIOGRAPHY

Carlo G. Santoro is a successful entrepreneur, bestselling author, sought-after speaker, and executive facilitator with more than 30 years of experience at the forefront of retail technology and business leadership. Known widely as **The “How To” Guy**, Carlo has built a reputation for turning complex challenges into clear, actionable strategies that drive measurable results.

As the founder and CEO of **RetailCare**, Carlo leads a technology consultancy that serves retailers worldwide, delivering point-of-sale systems, e-commerce platforms, omnichannel solutions, networking infrastructure, and digital agency services.

“If you want take-home value and real methods on how to get things done, then Carlo will be the direct and firm facilitator for your needs. Carlo likes to #getitdone!”

Carlo is the author of two bestselling volumes of *Retail Sales & Customer Service*, available globally on Amazon and through an Online Learning platform — essential reading for retail professionals seeking practical, proven methods for building high-performance customer service cultures.

SPEAKER & FACILITATOR

As a 5-star rated speaker and facilitator, Carlo has commanded the stage at conferences, workshops, and leadership events across the globe. His sessions are packed with practical frameworks, real-world stories, and insights participants apply immediately in their businesses.

ENTREPRENEURS’ ORGANIZATION

Carlo has been an EO member since 1997 — one of the founding members of the Melbourne Chapter. Over nearly three decades he has served as Forum Moderator, Forum Trainer, Chapter President, Area Director, Region Council Chairman,

and EO Global Board Member.

COACHING & ADVISORY

Through **CoachCarlo**, Carlo offers executive coaching and business mentoring to entrepreneurs and leaders at every stage. He also serves on a select number of advisory boards, bringing retail, technology, and leadership expertise to businesses seeking strategic guidance and accountability.

CONNECT

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