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## **BIOGRAPHY: SOPHIE S. YOU**

Sophie S. You is the Member Service Manager of the California Asphalt Pavement Association (CalAPA), which represents the asphalt pavement industry in California. Under the guidance of the Executive Director, she is primarily responsible for managing CalAPA office operations, bookkeeping, coordinating and managing conferences, training classes and other events, and other operational duties.

Prior to joining CalAPA in 2012, You worked for Associated General Contractors of California, the oldest and largest trade association representing the construction industry in California. There she assumed numerous responsibilities; most recent was Administrative Assistant supporting the Director of AGC Construction Education Foundation. She supported the Director with all aspects on a daily operational basis; helped coordinate board and committee meetings, event planning, fundraising activities, and interaction with the organization's Board of Directors to maintain and streamline communication. She was also a Regional Administrative Assistant supporting three District Managers.



From 2003 to 2007, You was a Sales Operational Analyst for Verizon Wireless for the Northern California call center based in Folsom, Calif. There she supported a call center with over 300 employees, was responsible for training all new hire representatives on their compensation plan, and analyzing month-over-month reports to identify improvement opportunities. She participated in various customer care and sales operations, processes, initial and continuing education training, methods and procedures. She also provided continuous feedback to the Curriculum Development group to insure the training met the needs of the call center and maintained consistency with national standards.

You holds an Associate in Science degree (Business Administration) from Sacramento City College, and is pursuing a Bachelor of Science degree in Accounting. She lives in West Sacramento, Calif., with her husband and two sons.

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### **California Asphalt Pavement Association**

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