

Get To Know the 2011 ReachLocal Star: Asta Reklaityte

The ReachLocal Star Award was put in place to honor the late Justin Brookes. Justin worked at ReachLocal first as a CSC and then as a Manager in Field Services before heading to the Marketing group in Dallas. He took pride in his work and would go out of his way to be nice and get to know people. Justin had friends all over the business and left a lasting impact.



On August 30, 2011, Asta Reklaityte was named the first ever recipient of



the ReachLocal Star Award! We are truly honored to have such amazing people like her at ReachLocal, and we'd like

to say THANK YOU Asta for all that you do.

To grow as an individual it's important to learn from successful people around you. In addition to exemplifying the heart and spirit of ReachLocal, Asta is a selfless individual who inspires everyone around her. She's a shining leader in her personal and professional communities, is dedicated to going above and beyond to help her co-workers and our customers, and she's loved by

everyone she works with. Take a moment to learn more about Asta Reklaityte, UK Sales Operations Manager, and see why she truly is a ReachLocal Star!

Q: How long have you worked at ReachLocal?

My official start date was February 6, 2008. So, I have been with ReachLocal for over 3 years and it seems this time has just flown by!

Q: What position(s) have you held while working at ReachLocal? What were your responsibilities in each role?

I joined ReachLocal as a Finance Intern just after the UK business had opened, and at that time I was assisting our Finance Director with creating processes for Finance/IMCs/Client Management (expenses, direct debit, invoicing etc.).

After this, I was lucky enough to transition into the role of Finance and Business Analyst, where I worked closely with our Sales Director Richard Bray. This role involved me looking at the performance metrics for our teams, preparing reporting across management, and creating various processes to ensure our sales operations were running as efficiently as possible.

As time went on in the UK, I also began to look closely at retention (churning verticals, budgets, reasons etc.) and working on initiatives of

how to help our IMCs manage and increase advertiser retention.

I also took on a CSC role, assisting IMCs with their day-to-day questions (help in entering/analyzing campaigns, processing orders, attending sales meetings when required, setting incentives etc.).

Recently, I moved into the Sales Operations Manager position, which has enabled me to take a more detailed look at our UK org, and how we support IMCs. I manage our CSCs, (on-boarding, training, development etc), and use their feedback (amongst others) to create and implement new localized processes for our sales teams in terms of client on-boarding, management, retention reporting and analysis, monitoring our overall book growth and looking for the areas to improve it.

Q: What is your favorite thing about working at ReachLocal?

My favourite thing definitely has to be the culture and people I work with. ReachLocal is not just a job for me - it's my friends and family. Unfortunately none of my close family lives in the UK; however after joining ReachLocal, I feel like I have my family here and ReachLocal is home for me. We have an amazing management team, who are always here to support and mentor us. I never even imagined it was possible to get this kind of atmosphere at work. So hats off to all of my ReachLocal colleagues!



Q: What has contributed to your success at ReachLocal?

I think my success came from many different areas, but the biggest impact I would say would be support and mentoring from my senior management team: John Mazur, Patrick Flanagan and Richard Bray. They have always supported and mentored me, which has given me more confidence and self belief. I was also very lucky to try different roles and work with different teams, which gave me an insight into various parts of the business and I believe because of this I was able to adapt to different situations and be confident in handling various tasks.

Q: What is something you are most proud of in your career at ReachLocal?

I'm most proud to have support and trust from my colleagues and to know that they believe in me. Then to be nominated for this award was amazing, I cannot ask for more than this.

Q: What would you tell or what advice would you give to a fellow ReachLocal employee on how to be successful in their career here?

Be confident, curious, hungry for knowledge and above all, be a good and honest person that your colleagues can count on.

Q: Where did you grow up?

I grew up in a small place in Lithuania called Alytus. Lithuania is a small country but a very beautiful place with lots of lakes and forests; I would definitely suggest anyone to visit it!

Q: How did your career at ReachLocal start?

At that time, I was finishing my second year at university, working on a degree in Finance and Economics. I was looking for a summer internship, and was lucky enough to meet John and Patrick who I believe saw something in me at the time. They offered me an internship for the summer and I have been here ever since - so thank you John and Patrick!

Q: What motivates you to work hard and do a good job?

I am a very competitive individual, I do not like to be average and I always seek for the best. Also ReachLocal is not just a job for me, it's a place with lots of opportunities and I just want to grab all of those and not let any of them pass by.

Q: Can you tell us 3 unique facts about you?

I love Microsoft Excel and could not do my working day without it! Geeky I know, but I love it. Basketball would be the sport I love (I hope one day to see a game of NBA). And in general seeing new places and meeting new people of different cultures (we have a running collection in the UK London office of magnets from different cities we have visited – it is getting big!!).

Q: Where do you see yourself in 5 years time?

I don't have a specific plan, like to be a millionaire! I would like to advance, learn more and develop in my career. I am prepared to learn new things and contribute to the overall success of the organization in a number of ways. I would like to think I will have new exciting challenges and opportunities that will allow me to dig in, learn and do a good job. Overall, I'd like to grow

in my career and be respected by my colleagues.

Q: What charity(s) are you interested in giving the \$5000 donation?

I haven't confirmed my charity yet (I am looking between Lithuania and UK), but I am thinking of giving this donation to a cancer charity. Eight years ago my dad passed away from cancer and I would like this donation to go to a charity which helps and supports people with cancer, and make their lives happier.

