

# CHELLE BRICE

I get to YES.

INNOVATIVE • FOCUSED • BOLD



312.249.0446  
Chicago, IL 60610

**SOLUTIONIZER & DEAL WINNER ■ POWER INFLUENCER ■ MARKETING & COMMUNICATIONS TRENDSETTER**  
Industries of Influence: High-Tech, Tourism, Hospitality, & Event / Meeting / Convention Marketing

## Value Offered as Your Next Sales & Marketing Leader

Turning skeptics into lighthouse customers and future brand evangelists...

- ➔ *Added \$5M in B2B sales for PlannerWeb, vaulting awareness & demand of no-name brand in new market.*

Infiltrating power circles to forge seemingly impossible relationships...

- ➔ *Architected and executed market-entry plan that propelled national competitiveness for StarClose SMB unit.*

Capitalizing on magnetic communications and creative skills that gravitate clients to me and my ideas...

- ➔ *Ignited brand recognition by crafting innovative marketing messages, video emails, & company-targeted poems. Attracted loyal client following by singing outgoing voice messages and designing unforgettable tradeshow booths.*

### — Core Strengths —

Sales Strategy ■ Business Development ■ Entrepreneurship ■ Consultative Sales ■ SMB & Enterprise Account Management ■ Event Marketing ■ Budget Control ■ Go-To-Market Strategies ■ Product Launches ■ Project Management ■ Market Penetration & Development ■ C-Level Networking ■ Executive Presentations

**Technology Snapshot:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Salesforce.com, MSDynamics

**PHILOSOPHY:** *"It's not only about reaching the finish line, it's also about the process of getting there."—Chelle Brice (As a distance runner with 26 marathons under my belt and a certified indoor cycling instructor, I apply the same philosophy of life into closing business deals, developing new markets, and managing account relationships).*

## CAREER SUMMARY & BUSINESS IMPACT

**Director, Corporate Sales ■ PLANNERWEB, INC.,** 2010 to Present

— *Queued upwards of \$5M in 2014 business bookings by creating impressive client roster from zero* —

*Yahoo, JPMorgan Chase & Co., JPMorgan Private Banking, Lockheed Martin, Carlson Wagonlit Travel, Estee Lauder, Ernst & Young, Chubb & Son, Symantec, NVIDIA, Gap, Expedia, Avaya, Humana, Aetna, and Goldman Sachs.*

Recruited by CEO to custom-made position based on glowing record of introducing new tech / services into **untapped markets**. Created value proposition and marketing messages, introduced metrics-driven sales prospecting, and sharpened organizational focus to create visibility in new vertical.

- **Fueled 322% revenue propulsion in 2 years & on track for \$5M in 2014.**
- **Secured contracts with 16 industry leaders & Fortune-ranked clients after transforming business model.**

2011	2012	2013	2014 Projected
\$237K	\$317K	\$1M	\$5M

*"Chelle has been a huge asset to my sales teams over the past 10 years. I've had the pleasure to work with Chelle on two different occasions, each with 100% success...[she] takes a strategic sales approach, and has an uncanny ability to open doors. She is fearless with orchestrating the discovery process and defining the steps needed to close business...a very valuable enterprise sales team member."—Dex Picks, Sr. Director, StarClose*

**National Sales Manager, STARCLOSE, INC.** (acquired by Active Network in 2011, now a Lanyon company) ▪ 2007 to 2010

— *Opened & developed SMB market, cultivating vast database of clients: Coloplast Pharmaceuticals; Roche Diagnostics; McDermott, Will & Emory; Sage Software; Spencer Stuart; and Stiefel Labs.* —

— *Regularly delivered from 10%-50% above \$1M annual targets while business unit faced global economic crisis.* —

Sought out to position \$22M market leader as formidable force in untapped SMB market. Sparked immediate software sales by seeking out and qualifying small businesses and meeting / travel management companies nationally.

- **Won \$250K deal and evicted lower-priced competitor** from 3-month sales process by inviting client to advisory board and teaming with sales engineers to create hands-on demo capabilities.
- **Clinched \$200K, first-of-a-kind sale** with heavy hitter in global travel and meeting industry, partnering with internal sales and marketing operations to shape master plan that outdistanced established competitors.

**Senior Account Executive, ABS GLOBAL** (acquired by Kuoni), 2006 to 2007: Sought out by independent, award-winning engagement and event marketing agency to apply hospitality experience and deep insight of Chicago. Networked citywide and set foundation to **attract international business** with pioneering, captivating marketing materials.

- **Delivered \$1.2M in 1 year**—reaching 75% yearly quota in 7 months—by securing bookings with 4 global pharma companies and Chicago-wide conventions.
- **Positioned TBA as Chicago's premier destination management company**, paving the way to win future multimillion-dollar contract to produce Walmart's annual 2-day conference for 15,000 staff and shareholders.

**Midwest Regional Sales Manager** — **HILTON L.A., WESTIN PEACHTREE HOTEL, and SAN MATEO CONVENTION & VISITORS BUREAU**, 2002 to 2006. Relieved critical pain points—flat-lining sales, lackluster marketing, and dwindling corporate interest—and set change trajectory for struggling hotels and convention centers battling post-9/11 industry downswing.

- **Spiked engagement and sales** by pitching destinations virtually, calling on 80+ prospects per week, cementing corporate relationships, and conceptualizing marketing blueprints for memorable tradeshow events.

**National Sales Manager** — **PROCUREVENTURE TRAVEL SOLUTIONS**, 1999 to 2002. Called in to **introduce cutting-edge online technology into marketplace** and leveraged vast network of connections into quick wins for tech startup.

- **Named top producer after booking 1 million room nights** (50% of total bookings) in 500+ cities worldwide.
- **Built pipeline of 700+ early-adopter meeting planners** through persuasive demonstrations that quelled fear of revenue losses to automated technology, and strengthened global supplier network of 12,500+ hotels.

**Earlier Career:** Inspired pre-opening dream team to meet tight deadlines, served as trusted guest resource, and received more positive guest comments on guaranteed, quality service than any other **Concierge** at **FOUR SEASONS HOTEL CHICAGO**. Earned membership as **first concierge from the State of Illinois to Les Clefs d'Or USA**.

## EDUCATION & TRAINING

BACHELOR OF ARTS (B.A.), COMMUNICATIONS | Illinois University, Chicago, IL

Spin Selling with Dr. Gary McGrath, 2010 | Sales Training with John Costigan, 2007

### Other Passions That Can Add Value to Your Company's Culture

Certified Indoor Cycling Coach since 2002 (Featured as 1 of *Time-Out Chicago* magazine's 2010 Top Spin Classes)

Distance Runner, 26 marathons since 2001, [many for amazing & compelling causes](#) ▪ featured on *NBC News* "Fit at 40"

Volunteer Work: Tutor, Boys / Girls Clubs | Big Sisters | Food Service Volunteer, State Street Homeless Shelter

**Photographer & Blogger:** Picked up camera 8 months ago and invited to speak and exhibit in May 2014.

## *SALES RESUME – PROJECT BRIEF*

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Chelle is a powerhouse with a magnetic personality. One would not have gathered that from looking at her original, professionally written resume. It was a 1990-style resume that did nothing in the order of branding her. I changed that, down to giving the new resume her own personal voice and applying color psychology to identify her signature brand colors.

With many passions and interests, Chelle struggled to make it all fit together, especially since she was now searching for an opportunity with a company that matched her vision, values, and focus on people. I used this resume as a tool to connect all facets of Chelle's eclectic professional and personal life.

I wrote the resume to overcome some "job-hopping" challenges, combining 3 separate roles as Midwest Regional Sales Manager into one entry since her employers during this time all faced the same type of issues, including cost and head count reductions that eventually led to her job losses.

Chelle landed a perfect-fit position as a business development strategist for an independent travel, tourism, and hospitality research company within weeks.