

# Christine G. Wren

1932 South Prairie Street, #1906, Chicago, IL 60605

## Professional Profile

Self-motivated, goal-oriented sales and marketing professional with over 17 years experience. Specific knowledge and expertise in selling intangible, conceptual, service-based solutions.

Proven exceptional skills establishing rapport with senior management level clients, building lasting business relationships, and developing new business through highly innovative and consistent prospecting methods. A cooperative, people-oriented team member. Throughout career have demonstrated a strong track record of consistently meeting and exceeding sales and marketing objectives.

Seeking a business development position with a fast growing entrepreneurial-minded firm that provides an opportunity to develop and that deliver creative solutions for clients, and allows an opportunity to have a personal impact on the firm's growth and performance.

## Professional Attributes

- **Extensive experience in penetrating and developing new markets** selling business-to-business technology solutions and strategic communications solutions to multiple industries including technology, pharmaceuticals, consumer goods. and financial industries.
- **Consistently meets or exceeds objectives** by using action-oriented client management skills leveraging diversely skilled resources from a full-service brand communications agency. Committed to identifying and understanding the project's strategic business objectives, and ensuring that client concerns will be addressed, open communications will be fostered, and business goals will be met for both client and the firm's team.
- **Effective business development** in building one-to-one relationships with senior level clients that foster and fortify partnerships. Excel at identifying client needs, facilitate key strategists and creative staff in account development to bring new brand-building opportunities to the client, develop strategic team account plans to document opportunities, define approaches for realizing them, facilitate proposal development, direct the customer presentation, negotiate contractual agreements, and manage multiple engagements.
- **Proficient in prospecting and territory management** utilizing multiple computer-based tools, as well as excellent time management skills. Organizational skills drive efficiency in new market penetration in identifying and qualifying new client prospects. Uses additional research methods for maintaining client base including many industry publications, community contacts and networking organizations.

## Experience

### **Experiential Manager (Senior Account Manager)**

**January 2004 – March 2005**

**PGI, INC. - Chicago, Illinois**

**Reason for leaving: Downsized for sale of company**

*PGI was a full service event and communications agency concentrating on five areas of expertise - Creative and Production Services, Interactive Services, Exhibition Services, Meeting Services and Destination Services.*

- Responsible for targeting, penetrating and closing new business.
- No quota was established. Pipeline growth in the first 12-months was in excess of \$5 million dollars.
- Expected closed revenue to be in excess \$3.3 million dollars in new target industries that included financial, consumer products, and cosmetic industries.
- Managed a national sales meeting that grew to over 300% of its original expected revenue dollars, and from one to five executive producers to support the project in just a two-week turnaround. Served as client's advocate throughout the production process and oversaw the relationship between the client and the internal team.
- Leveraged resources as a full-service brand communications agency and best practices to deliver fully integrated experiential communication services including communications strategy, meetings and events, consumer promotions, interactive media, exhibitions, and meeting services.

### **Director of Business Development**

**January 2002 – August 2003**

**VMS, Inc. – Chicago, Illinois & Parsippany, New Jersey**

**Reason for leaving: Closed Chicago office**

*VMS, Inc connects people, places and ideas through meetings, events and interactive media for Fortune 500 companies. They offer strategic planning, developing quality content through an evidence-based medicine approach, and logistics to medical marketing initiatives of Fortune 500 pharmaceutical, healthcare and biotech companies.*

- Working with the CEO, was driving force in developing and managing rebranding process to better articulate companies' offerings. Created new messaging, managed the marketing materials, and collateral support for the entire company.
- Created and launched a sales process that would ultimately drive high growth for both brands of VMS.
- Drove the planning, execution, and development of all new accounts for both domestic and international opportunities.

- Delivered measurable results by closing business with top two targeted key accounts in less than 3 months. Sold over \$500,000 dollars in first 12- months.
- Developed, introduced, and trained Executive Team and Account Managers on strategic approach to sales process.
- Developed a pipeline of new prospects, created “dashboard” report for efficient reporting, developed and organized contacts and prospects databases, trained on basic selling skills, developed proposals and contract templates to ensure consistency, developed contact management process, and trained on prospecting techniques.
- Prospected and qualified new clients within each key account from both a strategic and tactical level. Served as primary contact with both senior level management as well as key stakeholders in tactical purchases targeting Fortune 500 companies.
- Developed and leveraged numerous alliance partnerships to enhance company offerings, bring additional services and support to our clients with value added services, and promoted networking opportunities.

**Senior Account Manager  
November 2000 – October 2001  
Jack Morton Worldwide – Chicago, Illinois  
Reason for leaving: Downsized**

*Jack Morton Worldwide – Interpublic Group of Companies, Inc., a brand communications agency that helps over 250 companies around the globe inspire their most important audiences through live meetings, events and targeted experiences that are set in both physical and electronic environments.*

- Delivered measurable results by establishing executive relationships with nine new accounts in less than 10 months when company average was less than two new accounts per account manager. Penetrated two accounts that had eluded the current company sales team during the past several years. Managed a national sales meeting worth close to half-a-million dollars in the first three months of employment while significantly expanding the relationship with client to include their executive team. And, salvaged an unmanaged legacy account worth close to 1 million dollars.
- Leveraged resources as a full-service brand communications agency and best practices to deliver fully integrated experiential communication services including communications strategy, meetings and events, digital media, learning, environments, video, graphic and print design, and lead generation services.
- Generated revenues by managing and developing existing relationships by taking an unmanaged, negative client relationship worth close to 1 million dollars who had removed our company from

bid consideration to awarding us new business and client commenting "you bring enormous value to your team".

- Served as client's advocate throughout the production process and oversaw the relationship between the client and the internal team. Committed to identifying and understanding the project's strategic business objectives ensuring that client's concerns were addressed, open communications were fostered, and business goals were met.
- Prospected and qualified new clients within each key account from both a strategic and tactical level. Served as primary contact with both senior level management, as well as key stakeholders in tactical purchases targeting Fortune 1000 accounts.

**Major Account Manager**  
**June 2000 – November 2000**  
**e2 Communications – Chicago, Illinois**  
**Reason for leaving: Company Closed**

*e2 Communications is a dot.com company that focuses on bringing innovative email marketing to Fortune 1000 companies. e2 is one of the first in both the US and UK to have a strong email marketing presence.*

- Generated measurable results by winning sale from competitor and closing my first sale in the first two weeks of employment prior to corporate training, by developing a new four state-territory and created a 500-business pipeline in 90 days.
- Developed four-state territory from ground up for an Internet start-up firm. Serve as primary contact with senior level management in target accounts to sell a comprehensive suite of services and applications designed to maximize marketing programs and presence on the Internet.
- Developed territory business plan adopted by manager including email letters, phone scripts, and compensation planning spreadsheet.
- Coordinated proposal process including data applications, custom applications, and reseller applications.
- Technology savvy able to communicate with senior level management and staff to show how technology can help build customer loyalty, and long-term personalize E-business relationships from the application side.
- Community technology presentations used to educate chamber of commerce's, and community organizations on the industry of email marketing and commerce-commerce trends.

**Strategic Account Manager, Growth Markets Division**  
**February 1998 – June 2000**  
**AT&T – Oak Brook, Illinois**  
**Reason for leaving: dot.com opportunity**

*Domestic and international voice and data applications. Growth Markets Division was a full-suite of services offerings which included: Voice included local, long distance, teleconferencing and wireless; Data: included Web hosting, electronic-commerce, frame-relay, MIS, private line, and videoconferencing.*

- Achieved over a 123% client growth rate by cross-selling the firm's entire capabilities. Achieved acquisition sales goals by meeting over 100% of 1999-2000 sales objectives.
- Served as primary contact with senior level management and performed retention activities, including negotiating new contracts, informing clients of new technology and services, expanding relationships via cross-selling the firm's entire capabilities, and mediating conflict resolutions.
- Prepared customer business reviews. Prospected and qualified new customers-concentrating in dot.com and hyper-growth companies, identified needs, prepared business solutions plan, directed the customer presentation, prepared contracts, closed sales, oversaw implementation processes and manage the initial engagement.
- Coordinated proposal process, including domestic and international voice and data applications. Voice included local, long distance, teleconferencing and wireless. Data included Web hosting, electronic -commerce, frame -relay, MIS, private line, and videoconferencing.
- Motivated others towards goals through Mentoring Achievement and Assignment which required being in an Account Manager title for more than nine months, consistently meeting quota, having demonstrated leadership potential, and was highly rated in a significant number of competency areas. Noted for the ability to build confidence in others, motivate others towards goals, and provide professional growth and development advice through one-on-one training. Mentor since January 1999.

**Founder and Marketing Director  
September 1994 – November 1997  
Greim & Company, P.C. – Bloomington, Illinois  
Reason for leaving: Company sold**

- Participated in business plan and marketing strategy development for a start-up accounting firm.
- Exceeded projections in annual sales by reaching nearly \$600,000 in less than one year and expanded to three locations in the same period to accommodate growth.
- Created go-to-market strategy and corporate image program. Managed the brand that included communication strategy, collateral design for print, and direct mail, as well as managed media purchasing.

## Education

### **Bachelor of Arts in Performing Arts, 1990, Marycrest College, Davenport, Iowa**

- Majoring in vocal performance, dance, and theatre gave me a foundation in the creative arts with skills (in both performing art and technical art mediums) including live performing, producing, directing, choreographing, designing and fabricating stage sets, as well as, working as a music coach and tour-coordinator for the music program. Additional experience included costume design, light design, and prop design.

## Continuing Education

- American Writers and Artist Institute, July 2005 – present.
- Institute for Health and Human Potential, Emotional Intelligence for Personal Leadership Training - Dr. J.P. Pawliw-Fry, March 2003.
- LantzQuest Performance Strategies, Mike Lantz – Personal Coach, 84-Day Action Coaching Plan, January 2002 – August 2004.
- LantzQuest Performance Strategies, Custom Sales Training Seminar, June 2003.
- AT&T, six-week sales training program, 1997.
- Star Performance Seminar, 1994 and 1995.
- National Association of Realtors, Illinois Real Estate License and Continuing Education, 1991 - 1999.
- Illinois State University, Computer Sciences Course, 5 hours, 1990.
- Professional Selling Skills III, (Xerox) sales training, 1988.
- Ada Gaffney Schaff Image, Charm & Modeling School, 1978 - 1986.

## Professional Mission Statement

To listen, to respect, and to provide premier service to my clients. To put forth the utmost in helping them make informed choices and earn their life-long trust. To will be consistent in my personal life, family life, and business life.