

CHRISTOPHER CRAWFORD

11651 Norbourne Drive | Suite 1506 | Cincinnati, OH | 45240
CC@RedAppleConsulting.com | 513.295.8717 | www.RedAppleConsulting.com

PROFESSIONAL PROFILE

- ✦ Marketing MBA Entrepreneur, results-oriented and customer-obsessed. Highly skilled in developing client relationships, understanding their challenges, and creating programs that provide exceptional value.
 - ✦ Superior presentation, communication, and employee development abilities. Proven team-building and leadership skills. Two years of U.S. and international travel.
 - ✦ Tenacious in conducting thorough research and analysis of environment. Creativity to develop marketing campaigns that strategically align company vision, goals, and resources to build competitive advantages.
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WORK EXPERIENCE

The Red Apple Consulting Company – **Principal** – Cincinnati, OH – 1999 to Present

Diversified marketing, management, and brand consulting company. Engagements:

Rexarc International, Inc. – West Alexandria, OH

- Hired by previous client as **Director of Marketing** in 2004 to turn around gas control equipment company's ten consecutive years of declining sales | Managed \$425,000 budget | Rebranded company on high-quality, customized gas control systems (Build Your Own™)
- Integrated CRM module into company ERP system | Developed relationships and conducted sales presentations to national accounts | Created and placed advertising, press releases, and public relations activities | Produced sales training and case study video | Redesigned website and collateral material | Hired and trained subordinate for succession
- Launched new product line of specialty gas equipment
 - Created marketing plan | Designed and published new catalog and price list | Managed technical specifications of suppliers, graphics and internal development teams, and sales force to meet customer expectations and achieve corporate goals | Coordinated sales training and incentives, domestic and international trade shows, press releases, and promotions with industry press for maximum exposure
- Designed and developed industry-first piping installation program, Complete Systems™
 - Nationwide management service coordinates piping system designers, hardgood suppliers, and installers for industrial, medical, and specialty gas applications
- **Achieved total corporate revenue growth of 43% in 2005**

NCR Corporation – Dayton, OH

- Analyzed global market of empty inkjet printer cartridges for NCR's Systemedia Group | Developed nationwide inkjet cartridge collection program on college campuses
- Wrote business plan for all operations | Conducted half-day presentation to VP of Global Marketing requesting seed capital (approved)
- Managed implementation of pilot program | Organized cross-functional teams with multiple levels and locations of employees, vendors, and suppliers to prepare program rollout | Final program budget of \$4.7MM, **reduced cost of materials by 36%**

The Red Apple Consulting Company engagements (continued)

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Lee World International – Beijing, China

- Created new market development plan and outlined strategic direction for multi-national contract manufacturer of rubber and metal sub-components | **Annual sales growth of 45% since engagement** | Redesigned website and collateral material to align with manufacturing and logistical capabilities

Kitchen Tools and Skills – Toledo, OH – Sales training and website consulting

HandHealth Unlimited – Hamilton, OH – Strategic planning and market segmentation consulting

Cornerstone UMC – West Chester, OH – Membership and facility growth consulting

Greenwood Cemetery – Hamilton, OH – New business development and brand consulting

Rexarc International, Inc. – West Alexandria, OH – Executive coach to Vice President

Two years of United States travel 1997 to 1999

Wells Fargo Financial - **Credit Manager, Assistant Branch Manager** - 1994 to 1997

- Responsible for attaining growth and bad debt goals, developing management trainees and staff | Two trainees promoted to Branch Manager
- “*Christopher leads by example*” **District sales leader 1995 and 1996**
- Grew annual branch receivables by 118% from 1996 to 1997

T.G.I.Friday's - **Marketing Manager / Training Director** - 1991 to 1994

- Created and implemented all marketing functions of TGIF's highest volume store in region
- Directed "Service that Sells" seminars, **raised yearly sales 31%** (\$871,000)
- Conducted training programs for staff | Initiated mentor program for new servers
- Established and built promotional relationships with Marketing Directors and Public Relations Coordinators of Cincinnati's premier sporting events and cultural activities

EDUCATION AND PROFESSIONAL DEVELOPMENT

Miami University **MBA** 2002 | Marketing specialization | Awarded \$3,000 Davidson Graduate Scholarship for Marketing major with highest GPA (3.62) | Granted Assistantships 2000-2002

University of Toledo **BBA** 1992 | International Business Management major | 100% self-financed

American Management Association 2006 | 3-day “Planning and Developing New Products” seminar

Gallup StrengthsFinder® Profile: Significance, Strategic, Competition, Maximizer, Activator

Myers Briggs Type Indicator®: INTP

Miami University – **Visiting Instructor** – 2000 to 2005 | Indiana Wesleyan University – 2006
Instructed seven different classes for Miami's Top-25 business school (Marketing, Accounting, Economics, Customer Service and Sales, Introduction to Business, Management, and Organizational Behavior) | Teaching based on superior service to internal and external clients by developing interpersonal communication skills, understanding organizational dynamics, and accepting individual responsibility for outcomes.