

CHRIS PACE | STRATEGIC LEADERSHIP | RELENTLESS | COFFEE LOVER

“Strategy That Gets Things Done”

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EXECUTIVE SUMMARY

Growth Strategist and President with 20 years driving revenue growth through strategic partnerships and leadership across sports, entertainment, CPG, financial services and technology. Founded and scaled Ahead of the PACE to a four-office operation with full P&L ownership, winning and retaining clients across decades, backed by a C-suite network that drives client access and growth. Known as “a creative suit with calluses,” I lead teams with empathy, forge lasting client alliances, and stay ahead with tech & trends. Target full-time or long-term contract senior leadership roles in growth-driven cultures. Flexible with office format & travel.

AREAS OF EXPERTISE & SKILLS

- **Strategic Leadership:** Business Development, Business Strategy, Executive & Stakeholder Communication, Go-to-Market Strategy, Growth Marketing, Marketing Strategy, Strategic Brand Alignment, Strategic Partnerships, Strategic Planning
- **Relationship & Partnership Development:** Account Management, Client Services, Executive Relationship Management, Industry Networking, Partnership Development, Relationship Building
- **Experiential & Sponsorship Marketing:** Brand Activation, Brand Experience and Event Strategy, Experiential Marketing, Sponsorship Management, Sponsorship Procurement, VIP Hospitality
- **Marketing Execution & Integration:** Brand Marketing, Content Marketing, Integrated Marketing, Performance Analysis & Measurement, Product Marketing, Consumer Marketing
- **Leadership & Management:** Budget Management, Complex Problem Solving, Cross-Functional Team Leadership, Executive Management, Program Management, Project Management, Vendor Management
- **Industry Expertise:** CPG, Entertainment, Financial Services, Lifestyle, Luxury Goods, Sports, Technology
- **Tech Proficiency:** Anthropic AI Certified, CMP scheduled, CRM/Salesforce, Cvent, Microsoft Suite, Slack

PROFESSIONAL EXPERIENCE

Ahead of the PACE LLC

Founder and President | January 2003 - Current

Relentless in pursuit of new business, client retention, and program excellence. Direct access to brand executives and decision makers accelerates partnership development and new business opportunities. Listening intently to client goals before analyzing available data, observed consumer behavior and cultural trends to form strategies that drive measurable growth across traditional and emerging brands.

AHEAD OF THE PACE - KEY ACHIEVEMENTS:

- 16-year Snapple brand partnership - sustained executive-level value delivery through national experiential activations, community events, broadcast media tie-ins, 5M+ samples, PR & social media.
- Managed **\$50M+** in client marketing investments delivering **\$5M+** in cost savings through strategic vendor management and sponsorship negotiations.
- Brand partners included Vitamin Water/Glaceau (\$4.1B Coca-Cola acq., 2007), Bai (\$1.7B acq., 2017), Snapple (\$26B KDP merger, 2018), Vita Coco (\$1.5B IPO, 2021), and Uber launch (\$82.4B IPO, 2019).
- Sold **\$10M+** in Equestrian VIP Hospitality and **\$500k** in sponsorship and exhibitor partnerships for a regional endurance festival.
- Built and scaled Ahead of the PACE to **13 full-time employees and 2,000 contractors** annually, enabling execution of **5,000 Events and 10,000 Brand Activations** across Super Bowl, FIFA World Cup, MLB, NHL, X Games, & PGA Tour properties.
- Created targeted strategy delivering **1000% subscriber growth** with **50k+ new users** for Uber.
- Developed and trained in house talent that progressed to executive roles throughout the industry.
- Clever Strategy **Case Studies:** www.ChrisPaceGrowthStrategist.com/chrispacecasesstudies



AHEAD OF THE PACE - CONSULTING CONTRACT:

CooWe

Marketing and Investment Fundraising Consultant | October 2024 - September 2025

Introducing investment opportunities into an exciting new AI fueled app that will reinvent team scheduling to my executive and high-net-wealth connections.

- Shaped go-to-market strategy and 2025/6 launch plan.
- Connected founders with technology & enterprise leaders for funding outside of their networks.

AHEAD OF THE PACE - LONG-TERM CLIENT PARTNERSHIP PROJECTS:

H.I.T.S. and Alpha Win

VP Events Sponsorship Activation - VIP Hospitality | January 2003 - September 2023

- Sold and operated VIP hospitality programs generating **\$10M+ in revenue** targeting ultra-high-net-worth clients.
- Designed and delivered **one-of-a kind VIP experiences** including Lamborghini runway drives, private helicopter tours, tennis suite access and exclusive VIP access to events.
- Served as the go-to resource for patron problem solving and sponsor relationship management across the premier national equestrian circuit for 20 years.
- Creatively recruited and managed contracted staff across multiple venues, finding talent in unconventional places when traditional hiring pipelines collapsed during COVID.

Long Island Marathon Festival

Festival Producer & Sponsorship Management | January 2009 - June 2018

- Transformed a generic post-race festival with full overlay coordination into a destination event in itself growing attendance to **20,000+ with 50 vendor/sponsors** including entertainment, emerging fitness and nutrition brands, a large beer garden and interactive elements for spectators and runners.
- Procured **\$500k** in sponsorship and vendors over length of contract.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

- Bachelor of Science in Managerial Economics and Industrial Management
- Delta Tau Delta Fraternity, IFC Council President, Economics TA

PROFESSIONAL DEVELOPMENT

- AMA Professional Certified Marketer in Digital Marketing
- AI Fluency, Claude Versions, ChatGPT, Grok, Gemini
- Exploring Project Management Professional (PMP) Certification

OPEN TO FULL-TIME OR CONSULTING ROLES

- Chief Growth Officer, Chief Client Officer, Chief of Staff
- VP Strategic Partnerships, Strategic Advisor, C-Suite Advisory
- Experiential Leadership, Large Scale Event Project Leadership

PLAY

- Swim, Bike & Run - not always in that order, and not always in one day, and I now love coffee.



INSPIRING TEAMS TO NAVIGATE ANY TERRAIN

Chris Pace Growth Strategist - "Strategy That Gets Things Done"