

CHRIS PACE | STRATEGIC LEADERSHIP | COFFEE LOVER | EXPLORER

“Strategy That Gets Things Done”

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EXECUTIVE SUMMARY

Growth Strategist and President with 25+ years driving revenue growth through strategic partnerships and leadership across sports, entertainment, CPG, and technology. As President of Ahead of the Pace, I have driven its evolution over 25 years into a consultancy delivering “Strategy That Gets Things Done,” 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 leadership project roles in growth-driven cultures. Flexible with office format & travel.

AREAS OF EXPERTISE & SKILLS

- **Strategic Leadership:** Strategic Planning, Business Strategy, Strategic Partnerships, Business Development, Go-to-Market Strategy, Marketing Strategy, Growth Marketing, Executive & Stakeholder Communication
- **Advisory & Consulting:** Brand Consulting, Business Development Consultancy, Marketing Consulting, Brand Strategy, Revenue Growth, Management Consulting
- **Relationship & Partnership Development:** Executive Relationship Management, Relationship Building, Industry Networking, Partnership Development, Client Services, Account Management
- **Experiential & Sponsorship Marketing:** Experiential Marketing, Event Marketing, Sponsorship Management, Sponsorship Activation, Brand Activation, Sponsorship Procurement
- **Marketing Execution & Integration:** Brand Marketing, Integrated Marketing, Product Marketing, Consumer Marketing, Content Marketing, Performance Analysis & Measurement
- **Leadership & Management:** Cross-Functional Team Leadership, Executive Management, Project Management, Program Management, Budget Management, Complex Problem Solving
- **Industry Expertise:** Sports, Luxury Goods, Lifestyle, CPG, Entertainment, Technology
- **Digital & Technical Proficiency:** Microsoft Suite, CRM/Salesforce, AI Literacy, Data-Driven Insights

PROFESSIONAL EXPERIENCE

Ahead of the PACE

Founder and President | January 1998 - Current

Lead a strategic growth consultancy that evolved over 25 years from an execution-focused agency into a strategic executive consultancy. Lead client services and new business development, guiding strategy through execution across sports, entertainment, CPG, and technology. Drive revenue growth and new business development through sponsorship partnerships and experiential marketing programs. Leverage a C-Suite and executive decision-making network to offer executive-level advisory and strategic partnerships.

AHEAD OF THE PACE - KEY CONTRIBUTIONS:

- Managed **\$50M+** in experiential and brand marketing campaigns, delivering **\$5M+** in cost savings through strategic vendor and sponsorship negotiations.
- Built and sustained a **19-year Snapple brand agency-of-record partnership**, amplifying brand reach of national partnership broadcast media tie-ins, experiential events, **5M+ samples**, PR stunt campaigns, and social media.
- Orchestrated an Uber campaign boosting regional subscribers by 1000% with **50,000+ new users** and introducing new features such as Uber Eats.
- Created mentorship program, graduating employees to executive roles within the industry.
- Led **40,000+ events/activations** for Super Bowl, FIFA World Cup, MLB, NHL, X Games, & PGA Tour.



AHEAD OF THE PACE - CONSULTING CONTRACT:

CooWe

Marketing and Investment Fundraising Consultant | October 2024 - September 2025

Introducing investment opportunities into an exciting new 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.
- Secondary marketing consulting contingent on app launch timing.

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

- Directed sponsorship and VIP revenue programs for leading equestrian circuit, generating multi-million-dollar annual revenue.
- Built and supported partnerships with luxury brands targeting high-net-worth VIPs.
- Curated premium hospitality experiences across boutique venues.

Long Island Marathon Festival

Festival Producer & Sponsorship Management | January 2009 - June 2018

- Transformed the post-race festival into a fun destination event, growing attendance to 20,000+ with strategic sponsorships.
- Amplified partnerships by 400%, securing \$100K+ annually from 50+ vendors.
- Drove social media growth by 100% yearly with targeted campaigns.

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 Coursework (in progress)
- 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"