CHRIS PACE | STRATEGIC LEADERSHIP | RELENTLESS | COFFEE LOVER

"Strategy That Gets Things Done"

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EXECUTIVE SUMMARY

Growth Strategist with 20 years of driving revenue growth through strategic partnerships & leadership across sports, entertainment, CPG, lifestyle, financial services & tech. Founded & scaled Ahead of the PACE to a 4 office operation with full P&L ownership, winning & retaining long-term clients, backed by a C-suite exec network that drives direct exec access & growth. Known as "a creative suit with calluses," I lead teams with empathy, forge lasting client alliances, & embrace innovation & AI. Target growth-driven culture full-time or long-term contract senior leadership roles. Media trained & comfortable on stage & in front of a camera.

AREAS OF EXPERTISE & SKILLS

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

PROFESSIONAL EXPERIENCE

Ahead of the PACE LLC

Founder and President | January 2003 - Current

Brand strategy for large-scale and intimate event, experiential, earned media, integrated marketing & customer experience programs from creation to execution. Collaborate with brand teams & agencies to determine brand objective strategies based on analyzing available data, observed consumer behavior & cultural trends to drive measurable growth & exceed KPIs. Inspire teams, develop budgets, and train teams to improve efficiency with reusable scalable playbooks & operating procedures.

AHEAD OF THE PACE - KEY ACHIEVEMENTS:

- 16-year Snapple brand partnership - sustained executive-level value delivery for sales & brand through national experiential & 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 festival sponsorship and exhibitor partnerships.
- 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 Portfolio **Case Studies**: www.ChrisPaceGrowthStrategist.com/chrispacecasestudies



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-worth 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 vendors/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 the length of the contract.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

- Bachelor of Science in Managerial Economics and Industrial Management
- Delta Tau Delta Fraternity, IFC 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, CONTRACT 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

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