
BUSINESS DEVELOPMENT | EVENT MANAGEMENT

Health & Wellness Industry | Professional Business Services

- ▶ Strong and decisive business and community relations leader with excellent active listening, communication, interpersonal relations and “call-to-action” skills. Readily establish rapport with individuals at all levels, building superb networks and relationships. Use knowledge of community relations and sponsorship activities to achieve goals; interact with people on a personal level and influence them to take action.
- ▶ Complement image and reputation of an organization through superior management and corporate communication guidance. Evaluate organizational needs and create proactive development processes and outreach programs that achieve/surpass established goals and boost the bottom line. Drive organizational change and improvement.
- ▶ Excellent track record for achieving objectives working within framework of available resources and deadlines. Commended for organizational skills, adaptability, time management, self-motivation, hands-on execution and follow-through.
- ▶ Computer proficiency on Windows platform includes MS Word, MS Excel, and PowerPoint.
- ▶ *Areas of expertise include:*
 - ✓ Motivational Speaking
 - ✓ Project Management
 - ✓ Business Improvements
 - ✓ Coaching
 - ✓ Health & Wellness Expert
 - ✓ Contract Negotiations
 - ✓ Worldwide Hotel Contacts
 - ✓ Site Selection
 - ✓ Lifestyle & Health Programs
 - ✓ Logistics Management
 - ✓ Resourceful Problem-solving
 - ✓ Process Analysis

PROFESSIONAL EXPERIENCE

The First Bank of Greenwich, Greenwich, CT

2012 – Present

BUSINESS DEVELOPMENT CONSULTANT

- Expand services into new markets based on prudent collaborations with Senior Vice President and President/CEO.
 - ▶ Advanced public relationships; coordinating events, marketing, press releases and new advertising campaigns.
 - ▶ Instrumental in launch of student educational program, Start2Save; fundraiser for Elementary School PTA.
 - ▶ Depended upon for referral reports, accurate budget control, and positive community relations.
- Co-Chair of bank’s Advisory Board; entrusted with the coordination of all meetings and events.
- Major contributory to the award-winning redesign of bank’s website, which earned the Hermes Creative Award.
- Assisting with creation of bank’s B2B Board, an interactive networking group of 1000+ business professionals and actively involved with the brand-supporting creative design of website, mission, and vision.
- Selected as Meeting Planner for B2B upscale, private prestigious invitation-only annual event with 400+ attendees.

John Fareri Associates / JHouse Hotel, Greenwich, CT

2012 – 2013

BUSINESS DEVELOPMENT CONSULTANT

- Assisted in boosting community relations of Boutique Hotel with local Fire, Police, and Elected Officials.
 - ▶ Effective team leader for development of positive marketing and appropriate branding for the hotel.
 - ▶ Increased awareness and brand recognition through local press, organizations, associations and corporations.
- Expanded potential patron list through introduction of travel management companies and meeting planners to hotel through professional network of personal client base.

Vollara, LLC (Subsidiary under umbrella of Aerus Holdings, LLC)

2010 – Present

MAJOR LEAGUE BASEBALL CONSULTANT (2012 – Present)

- Successful outcomes with deliverables as former Director of Business Development resulted in consulting contract.

DIRECTOR OF BUSINESS DEVELOPMENT (2010 – 2012)

- Worked closely with corporate team, including Chairman, President, VP of Marketing, and VP of Sales & Health Science to strengthen community relations with Head Athletic Trainers from MLB, NFL, NBA, NHL, as well as Sports Training and Rehab Facilities that use NSF Certified Sport Supplements.
 - ▶ Instrumental in the start-up of global leader in network / relationship marketing and direct sales business of green technology and natural health products with more than 50 million customers.
- Networked on behalf of Vollara to support Environmental Purity Products, such as air and water systems, and a vast line of supplements, and acted as featured speaker on Field Leader calls.
- Oversaw new product pilots, including a first ever pilot for a menopause supplement, with accountability for creating an on-line survey, monitoring progress weekly, recording clinical data, and analyzing responses.
- Spearheaded Company Recognition Program; incentive programs and encouragement in the field.
- Authored company website FAQs, product fact sheets, distributor profiles, press releases, and script content for company’s opportunity story/DVD.

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JCC Group, LLC

1984 – Present

AUTHOR / SPEAKER

- Based on personal experience and extensive research, wrote *Breast Cancer—the notebook*, with Dr. Merrick I. Ross, M.D., F.A.C.S. This cutting-edge reference guide and wellness tool offers a foundation of facts for the newly diagnosed or those with a desire to take a preventative view.
- Notable engagements including news and talk shows, articles for premier magazines, live radio interviews, and numerous appearances. *(See addendum: extended list of engagements).*

DEVELOPMENT CONSULTANT

- Dialog with senior management to identify scope and purpose of projects. Develop strategies and execute action steps to put company's vision into place. Provide guidance in streamlining costs, problem-solving, coaching and training staff. Identify and implement methods of optimizing systems.
 - ▶ Assist owner of Just Books; coordinate author events; manage company on line website and calendar.
 - ▶ Consultant to American Biosciences-research; created educational presentations focused on Diet, Lifestyle, Supplements; community liaison and patient advocate.

MEETING MANAGER / CONSULTANT

- Directed all facets of event logistics: site selection, convention center pricing and hotel accommodations, accessories, and entertainment. Delivered comprehensive planning for business groups of 10 to 200. Negotiated lowest possible rates for services.
- Select clients: Savin Corporation, Warburg Pincus, Louis Vuitton, Genessee & Wyoming Industries and others. *(See addendum: extended project and client list).*

COB Partners (Circle of Balance)

2005 – 2007

CONSULTANT/ADVISORY BOARD/BOARD OF DIRECTORS

- Key contributor in operations, marketing, research, incentive planning, writing and consultation for firm that provides guidance to companies of all sizes to boost productivity, morale and improve health care costs. Present lifestyle and health programs to educate personnel on how nutrition, relationships, career, fitness and spirituality impact their personal and professional success.
- Implement assessment tools to identify key issues and offer solutions that lead to sustainable changes in behavior.

Outreach Senior Health Care

2002–2006

WELLNESS COORDINATOR/DEVELOPMENT CONSULTANT

- Performed business analysis of company with staff of 325 (therapists and corporate staff) delivering services to geriatric population statewide. Improved business process.
 - ▶ Created a screening team/care managers department. Hired and trained staff to provide follow-up and customer service. Provided benevolence meeting social needs as shared by patients.
 - ▶ Created facility-marketing department that contacts assisted-living facilities, life-care communities and adult daycare centers to market and educate staff on OSH services to generate referrals.
 - ▶ Originated online library of resources specific to the elderly; available to staff/patients on company website.
- Tasked with revamping therapy program at assisted living facility.
 - ▶ Assumed role of Wellness Coordinator. Hired and trained staff. Built relationships with facility personnel. Increased census 80%. Oversaw therapy operation and screened patient needs at assisted living facilities.
- Oversaw care managers who manage a census of 6000 with calls being made every 90 days and who conduct exit interviews to gauge level of treatment and service as quality assurance measure.
- Orchestrated referral programs that generated \$1.5 million within 2 years.

CERTIFICATIONS

Virtuoso Accreditation Program, December 2007 | Personal Fitness Trainer Certificate, #133266, March 2006-2016
American Aerobic Association International (AAAI) | International Sports Medicine Association (ISMA)

PUBLICATION

Breast Cancer—the notebook, Julia Chiappetta with Dr. Merrick I. Ross, M.D., F.A.C.S., 2006

COMMUNITY SUPPORT

- ✓ Demonstrate passion and leadership to help better communities during 26+ years of dedicated social service.
- ✓ Work closely with organization leaders to develop powerful campaigns; meeting planning skills produce of events.
- ✓ Identify, implement and evaluate key fundraising goals and strategies.
- ✓ Establish policies and protocols while instructing volunteers and paid workers.
- ✓ Maintain high ethical standards in all situations.
- ✓ Cultivate strong relationships and follow-through with decision-makers and sponsors.
- ✓ Created cutting-edge screening program that helped identify social needs beyond hunger for 2000 people served weekly by Broward Meals on Wheels.
- ✓ Contribute numerous volunteer hours to support programs of multiple social service and non-profit organizations dedicated to serving needs of populations from children to geriatric. *(See addendum: full list of volunteer activities).*