

BUSINESS DEVELOPMENT | MEETING & EVENT MANAGEMENT | CONNECTOR*Luxury High-End Event Production | Professional Business Services**Health & Wellness Consulting*

- ▶ 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 to achieve goals; interact on a personal level for success in connecting clients to their marketplaces.
- ▶ 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.
- ▶ 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 on getting clients on the map.
- ▶ Computer proficiency on Windows platform includes MS Word, MS Excel, and PowerPoint.

Select Areas of Expertise

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**JuliaChiappetta.com***Development Consultant | Author and Speaker | Meeting Manager Advisor*

1984 – Present

DEVELOPMENT CONSULTANT***Celebrated Expert in the Global High-End Travel & Meeting Industry (35 years)***

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.

Select Project List**ActivePure - Activepure.com**

2010 – Present

The sole recipient in cleaning technology of the prestigious Certified Space Technology Seal by the Space Foundation, and the only technology to clean and protect air and surfaces 24 hours a day.

BUSINESS DEVELOPMENT CONSULTANT

ActivePure liaison to Major League Baseball and other Professional Sports Teams and Athletes

- Provide professional guidance and recommendations on specialized projects.
 - ▶ FDA Cleared Air Technology for eliminating air and surface pathogens such as COVID, other RNA and DNA Viruses, mold, fungus, bacteria, and pollutants.
 - ▶ Stand alone, induct, and personal technology.
 - ▶ Airborne Safety Solutions | Air You Can Trust

Helpsy Health – Helpsyhealth.com

2018 – 2021

*The world's first Virtual Whole Health Nurse for Symptom Management and Navigation (SAN)***CORPORATE DEVELOPMENT, MARKETING ADVISOR, BRANDING CONSULTANT**

- Assisted with messaging, branding, new market development, and wellness support for world's first virtual, whole health nurse for symptom management and navigation, supporting 500 unique symptoms, over 20,000 recommendations, from 30+ different healthcare modalities, all backed by evidence-based research/science. A global community of experts available to guide online app users.
 - ▶ Key promoter of mission for best health outcomes with “Actionable Hope in Your Pocket”.
- **Just Books** – Assisted owner; coordinate author events; manage company online website and calendar.
- **American Biosciences-research** – created educational presentations focused on diet, lifestyle, and supplements: community liaison and patient advocate.

Continued

Select Project List, continued

The First Bank of Greenwich, Greenwich, CT

2012 – 2022

BUSINESS DEVELOPMENT CONSULTANT

- **Star project:** Created / Produced Annual B2B Network Event. Built B2B network to 3K Members included with website and interactive directory for highly coveted tickets.
 - ▶ Private Invitation for attendees, including 5 top bands, 50 Hand-Picked Vendors, 10 Restaurants, Coffee Shop, and Local Not-For-Profits.
 - ▶ Video interviews during event, 5 Photographers Captured Moments, and Media Coverage.
 - ▶ Luxury Art Gallery, Rooftop Deck with Spa Services, Vintage & Luxury Car Displays, all housed under a fully transformed JHouse Greenwich Hotel; Tenting to Private Poolside Cabanas for Sponsors; Fleet of Mercedes Luxury Vans shuttled attendees to and from.
- Expanded services into new markets based on prudent collaborations with Senior Vice President and President/CEO.
 - ▶ Advanced public relationships: coordinated events, marketing, press releases and new advertising campaigns.
 - ▶ Influential in launch of student educational program, Start2Save; fundraiser for Elementary School PTA.
 - ▶ Depended on for referral reports, accurate budget control, and positive community relations.
- Co-Chair of bank's Advisory Board; entrusted with the coordination of meetings and events.
- Major contributor to award-winning redesign of website, earning the Hermes Creative Award.
- Assisted with creation of B2B Board; interactive networking group of 1000+ business professionals and actively involved with the brand-supporting creative design of website, mission, and vision.

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 #1: extended list of engagements).*

MEETING MANAGER / ADVISOR

- 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, Genesee & Wyoming Industries, and others. *(See addendum #2: extended project and client list).*
(See addendum #3: additional professional experience).

CERTIFICATIONS

Virtuoso Accreditation Program, December 2007 | Personal Fitness Trainer Certificate, #133266
American Aerobic Association International (AAAI) | International Sports Medicine Association (ISMA)
Tourism and Travel Management

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 throughout 26+ years of dedicated social services. Maintain high ethical standards in all situations.
- ✓ Work closely with organization leaders to develop powerful campaigns.
- ✓ Identify, implement, and evaluate key fundraising goals and strategies.
- ✓ Establish policies and protocols while instructing volunteers and paid workers.
- ✓ 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 #4: list of volunteer activities).

Continue to Addendums 1,2,3,4

ADDENDUM #1

JCC GROUP, LLC

NOTABLE ENGAGEMENTS

- Visit with First Lady Laura Bush's team at the White House
- FOX News – Health Talk with Dr. Manny Alvarez
- NEWS 12 Spotlight on Health with Gillian Neff: Live Demonstration "Julia's Shake for Life"
- NBC 6 - South Florida Today Show
- REACH FM, Live radio interview
- Spin Odyssey Event - *Breast Cancer—the notebook* included in 500 gift bags
- WCBS 880 AM radio - Health and Well Being Report with Pat Farnack
- WGCG 1490 AM - Lifestyle Talk Radio with Taylor & Colleen
- WLNY Connecticut in Depth
- THE COAST 96.7 FM
- FOX 95.9 FM
- Diversified Investment Advisors, Purchase, NY-Health & Well Being Campaign
- Swiss Reinsurance, Armonk, NY-Passionately Pink Campaign
- Just Books, Old Greenwich, CT
- Natural Health Magazine Nature & Health Australia
- Shape Magazine
- Vogue Magazine
- Numerous appearances at Fortune 500 companies, associations, churches, support groups, conferences, and schools.

ADDENDUM #2

JCC GROUP, LLC

PROJECT & CLIENT LIST

- **Travel Exchange:** Managed major accounts generating \$2+ million in annual sales. Designed significant cost savings programs.
- **Saving Corporation:** Top Distributor Meetings with the Dallas Cowboys Cheerleaders.
- **Genessee & Wyoming Industries:** Annual Board of Directors & Stockholder Meetings.
- **Louis Vuitton:** Handled all meetings, events, and corporate travel at NYC location.
- **Gleacher Natwest:** VIP Client Meetings.
- **Christian LaCroix:** US Promotional Tour.
- **Warburg Pincus MCM Fashion:** Milan Fashion Groups.
- **Swiss Reinsurance:** Handled all corporate meetings, events, and corporate travel contracts.
- **Warner Publishing:** "Famous Author Book Signing Tour" including authors Sidney Sheldon, Sandra Brown, and Nelson DeMille.

ADDENDUM #3

ADDITIONAL PROFESSIONAL EXPERIENCE

John Fareri Associates / J House Hotel, Greenwich, CT

BUSINESS DEVELOPMENT CONSULTANT

2012 – 2013

- Assisted boosting community relations of Boutique Hotel with local Fire, Police, Elected Officials.
- Effective team leader for development of positive marketing and appropriate branding.
- Increased awareness / brand recognition via press, organizations, associations, 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 Director of Business Development resulted in 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 using NSF Certified Sport Supplements.
- Instrumental in the start-up of global leader in network / relationship marketing and direct sales of green technology and natural health products with more than 50 million customers.
- Networked on behalf of Vollara supporting Environmental Purity Products, such as air and water systems, and a vast line of supplements; served 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 online 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, news flashes, distributor profiles, press releases, and script content for company's opportunity story / DVD.

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.
- Presented lifestyle and health programs to educate personnel on how nutrition, relationships, career, fitness, and spirituality impact personal and professional success.
- Used assessment tools identifying key issues; offered solutions for 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 day care centers to market and educate staff on OSH services to generate referrals.
- Originated online resource library specific to the elderly; available to staff / patients on website.
- Tasked with revamping therapy program at assisted living facility.
- Accepted 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 managing a census of 6000 with calls made every 90 days and conducted exit interviews to gauge level of treatment and service as a quality assurance measure.
- Orchestrated referral programs generating \$1.5 million within 2 years.

ADDENDUM #4

COMMUNITY SUPPORT | VOLUNTEER EXPERIENCE

First Bank of Greenwich, Greenwich, CT	2012 – Present
Greenwich Business Club, Greenwich, CT	2011 – Present
Best Answer for Cancer, Austin, TX	2011 – Present
Fairfield Country Sports Commission, Stamford, CT	2010 – Present
Pink Fund, Detroit, MI	2007 – Present
Annie Appleseed Project, Palm Beach, FL	2007 – Present

Patient Panel Moderator:

Annie Appleseed Project Conferences, Palm Beach, FL	2008 – Present
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President and Board Member:

Eastwood II Condominium Association, Greenwich, CT	1984 – 2002
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Co-founder:

Castle Cares; Supported Girls & Boys Clubs, Kids in Crisis (\$35K), Stamford, CT	2008 – 2002
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Co-chair:

GHS Hall of Fame Dinner	2013
Annie Appleseed Project Annual Alternative Medicine Conference, Palm Beach, FL	2006 – Present
Annie Appleseed Project & Midway Center; Integrative Health/Wellness Conference, Lexington, KY	2010
Sam Madison Celebrity Amputee Golf Event (\$25K) Orlando, FL	2003
Lymphoma Society Charity Golf Event (\$30K) Greenwich, CT	2001
St. Luke's Lifeworks Charity Golf Events (\$30K) Stamford, CT	1997 – 2001
Michael Bolton's Celebrity Golf & Tennis Events (\$100K) Fairfield, CT	1990 – 1996
With Ivan Lendl, CT Special Olympics Celebrity Hockey Events (\$35,000) Greenwich, CT	1984 – 1992

Exercise Instructor:

Greenwich Adult Day Care, Greenwich, CT	2008 – Present
Regency Residence Assisted Living Facility, Margate, FL	2002 – 2006
Small Group Leader: Deep Faith Ministry, Calvary Chapel, Fort Lauderdale, FL	2003 – 2007

Child Sponsor:

Compassion International	2011 – Present
World Vision	2002 – Present
Christian Children's Fund	1985 – 2007

Volunteer:

Emergency Operations Center: Greenwich, CT	2006 – Present
Volunteer for call center upon activation	
Task Force for after-storm analysis and recommendations	
Give Back Hope Foundation	2016 – 2019
Best Answer for Cancer Annual Conference, Hollywood, FL	2011
Fairfield Country Sports Commission Events, Fairfield County, CT	2006 – Present
Autism Speaks Charity Golf Event, Winged Foot Country Club, Mamaroneck, NY	2007
NFL Alumni Charity Golf Event, Darien Country Club, Darien, CT	2007
4 Kids of South Florida, Fort Lauderdale, FL	2004 – 2006
Meals on Wheels Program, Broward County, FL	2003 – 2006
Food Share; Delivered food to families throughout Broward County, FL	2002 – 2006
Love Out Loud Ministry; Delivered toys to children of incarcerated parents, Fort Lauderdale, FL	2002 – 2006
Nathaniel Witherell Nursing Home, Greenwich, CT	2001 – 2003
Paul Newman's Hole in the Wall Gang Fundraising Event (\$50K) Westport, CT	1990 – 1996
New York Rangers' Prevention of Child Abuse Fundraising Event (\$75K) New York, NY	1984 – 1983