

CRISTINE TORNEY-ALBERT

10 Balra Dr. Novato CA, 94947415)990-4934 [golfnovato@aol.com](mailto:golfnovato@aol.com)

## SALES AND BUSINESS DEVELOPMENT PROFESSIONAL

Team-oriented sales and business development professional offering 20 years of B2B consulting and in-house experience on behalf of 100 clients and companies with revenues ranges from a few hundred thousand to \$400M. Project-based outcome, working with principals at each and every company to deliver superior business solutions.

### EXPERTISE:

Marketing | PR | Fundraising | Nonprofits | Fortune 500's

Strategic Marketing, Marketing Communications, Strategic Messaging, Creative Briefing, Branding & Identity Professional Consulting, Producing Tradeshow & Advertising Packages

## PROFESSIONAL HISTORY

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2012-Present | Sales & Business Development Director

Advanced LED, Novato, CA

Cold calling small-mid size commercial businesses in San Francisco Bay Area; Proposing conversion to LED lighting, leading to sales & business solutions

2010-2012 | Senior Executive, Business Development

5LINX, LINX2FUNDS, HQ in Rochester, NY

Created business partnerships with non-profits to generate residual income for broad diversity of 5013C non-profits; Generated client base with principals in hospitality industry

2008-2010 | Vice President Business Development

Pope Capital Investments, Napa, CA

Identified and established commercial customer base for a private portfolio manager; scheduled appointments; networked at industry tradeshows, such as ARDA

2003-2005 | Independent Consultant & Director of Business Development  
The Hulbert Group/BH & H, HQ in Vancouver, Canada  
Identified and developed client base for the international resort architectural firm; attended major industry tradeshow; established & oversaw architectural contracts ranging from \$20-\$400M

1997-2003 | Vice President of Business Development  
denZer International, HQ in Laguna, CA  
Created brand awareness & solidified client base for the internationally-renowned golf clubhouse architectural design firm; Grew business 30% annually; Oversaw contract prices ranging from \$3M to \$50M  
\*\*\* DO NOT CONTACT-principal settled lawsuit, based on breach of our legal contract)

1990-1997 | Senior Accounts National Advertising Executive  
Crittenden Publishing, Novato, CA  
Key partner in successfully launching and establishing national golf course development publication. Developed branding/identity & identified client database, through telemarketing.. Sold both display advertising and tradeshow booths. Generated consistently 65%+ of advertising revenue/tradeshow booth sales.  
Part-time: \$50,000 + bonus + benefits

1986-1988 Senior Commodities Broker, International Trading Group, San Francisco, CA  
Attained Series 7 License, generated clients, tracked all trades, trained incoming brokers. Full commission \$80,000

#### Additional Experience:

2011-present "Send Me on Vacation", Ad Board/Westcoast Event Planner, 501 c)3 non-profit, fundraising for breast cancer survivors  
2009-present ARDA W.I.N. Membership Committee, initiated and conduct monthly meetings of SF Chapter of women's professional networking organization (Women in the Industry)  
2008-present College Mentor, Marin Education Fund, San Rafael, CA  
Education: B.A., Education/Community Studies, U.C. Santa Cruz  
Certified Tour Director, International Tour Management Institute, SF, CA

References: 1) Henry DeLozier, Principal, Global Golf Advisors, Scottsdale AZ

602)739-0488 [hdelozier@globalgolfadvisors.com](mailto:hdelozier@globalgolfadvisors.com)

2) Ellen Devine, Exec. Assistant to the President, Bluegreen Corporation, FL 954)612-3793

[ellen.devine@bluegreencorp.com](mailto:ellen.devine@bluegreencorp.com)

3) Cathy Backus, I.C.E. Vice President/Founder, "Send Me on Vacation", 702)277-3812 [backuscathy@gmail.com](mailto:backuscathy@gmail.com)

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CRISTINE ALBERT 415)990-4934**

golfnovato@aol.com

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ALBERT 415)990-4934

**ADDENDUM TO PROFESSIONAL RESUME:**

**CHEF EXPERIENCE:**

-9 years Assistant Chef, Elaine Bell Catering, 776 Technology Way, Napa

Cooked under lead chef for exclusive, private events, as small as 20 guests, and many large, multi-course/multi-station corporate events (Google, EA, and others)

**References:**

-Mary Gavette, Chef, Petaluma CA 707)337-0303 email: [mgavette182@gmail.com](mailto:mgavette182@gmail.com) (6 years, colleague)

-Roxy Butler, Chef, Glen Ellen, CA 707)291-8495 email: [roxybutler@yahoo.com](mailto:roxybutler@yahoo.com) (4 years, colleague)

-Stephany Strehan, fellow teacher, Mill Valley CA 714)313-2348 (2 years, teaching colleague)