

CRISTINE TORNEY-ALBERT

10 Balra Dr. Novato CA, 94947415)990-4934golfnovato@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

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 tradeshows; 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% annual; 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

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

ellen.devine@bluegreencorp.com

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

**PLEASE PRINT ONE COPY B & W ATTACHMENT & ADDENDEM BELOW
CRISTINE ALBERT 415)990-4934**

golfnovato@aol.com

Sent: Friday, October 10, 2014 8:23 AM

To: Staples Copy Center #944

Attachments: CRISTINE_TORNEY.10.16.docx (113 KB)

PLEASE PRINT ONE COPY B & W,INCLUDING ATTACHMENT & ADDENDUM BELOW CRISTINE
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 (6 years, colleague)

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

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