
CHRIS PACE | EXECUTIVE EXPERIENTIAL MARKETING LEADER

“Inspiring Teams to Navigate any Terrain”

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PROFESSIONAL SUMMARY

Strategic marketing executive with 20+ years of success transforming brand objectives into measurable business growth across diverse industries. Proven record of building multimillion-dollar partnerships and maximizing ROI on client investments. Led high-performance teams in delivering integrated marketing solutions for industry leaders, emerging brands, and innovative startups. Available for strategic leadership roles in both long-term and project-based engagements, with flexibility for remote and in-person including travel.

AREAS OF EXPERTISE

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|--|------------------------------|
| ✓ Brand & Client Partnerships | ✓ Business Development |
| ✓ Client Services / Account Management | ✓ Complex Problem Solving |
| ✓ Experiential & Sponsorship | ✓ Project Production |
| ✓ Strategic Planning | ✓ Team Building & Leadership |

PROFESSIONAL EXPERIENCE

CooWe

Marketing and Investment Fundraising Consultant | October, 2024 - Present

- Leveraging executive network to connect founders with C-Suite decision-makers, accelerating business development opportunities.
- Providing strategic marketing advice for startup with expected app launch date in 2025.

Ahead of the PACE

Experiential Event Agency President | January, 1998 - Present

Founded and lead a nationally recognized experiential marketing agency specializing in brand activations, sponsorships, and integrated promotional campaigns across CPG, beverage, automotive, entertainment, tech, lifestyle, and wellness categories. Oversaw 500+ campaigns across diverse industries and managed national field teams of up to two thousand brand ambassadors and event managers.

Key Responsibilities & Leadership:

- Directed creative, strategic, and operational execution for programs supporting **50+ national brands**, delivering measurable results across both B2C and B2B verticals.
- Managed all aspects of **client services and account management**, ensuring flawless alignment between strategic brand objectives and on-the-ground execution, while supporting **consumer-facing interactions designed to amplify social media campaigns and drive digital engagement**.
- Developed long-term partnerships through results-driven account management, including a **19-year agency-of-record relationship with the Snapple brand**.
- Delivered 360° marketing programs incorporating **sampling, stunts, PR support, national product launches, retail brand activations, and promotional strategy**.
- Led major **media partnership activations** in collaboration with television properties including America's Got Talent, The Amazing Race, and Celebrity Apprentice, enhancing client visibility and media ROI.
- Partnered with client PR and shopper marketing teams to ensure seamless integration and execution of campaigns across earned, owned, and paid channels.

Ahead of the PACE - Selected Achievements:

- **Directed \$50M+** in client marketing spend, **saving over \$5M** through vendor optimization and strategic planning.
- Produced more than **40,000 experiential events**, distributing 5M+ samples and generating hundreds of millions of brand impressions.
- Created high-impact campaigns for clients Keurig Dr Pepper, Discovery Communications, GM, Cadillac, Nike, NVIDIA, Viacom, Uber, Constellation Brands, and more.
- Delivered a targeted Uber activation that resulted in 50,000+ new users within a month, a 1000% increase in regional subscriptions.
- Managed activations at top-tier national and global events including the Super Bowl, FIFA World Cup, MLB All-Star Game, NHL Winter Classic, X Games, and PGA Tour.
- Designed and implemented a mentorship pipeline that developed internal talent into industry leaders, with multiple former team members now in executive roles.

H.I.T.S. and Alpha Win

VP Events Sponsorship Activation - VIP Hospitality | January, 2003 - September, 2023

- Directed all VIP Sales & Sponsorship Activation, consistently delivering multi-million dollar annual membership revenue.
- 20 years managing events, team leadership and strategic partnership development in the luxury hospitality, sports, wellness, and fitness industries.
- Executive marketing level sports & event consultant with H.I.T.S. and sister company Alpha Win with larger national events in the equestrian and endurance racing industries as well as boutique hotel and restaurant properties.

Long Island Marathon Festival

Festival Producer & Sponsorship Management | January, 2009 - June, 2018

- Led festival transformation through strategic sponsorship acquisition and vendor management.
- Procured 50+ vendors and sponsors, expanding festival attendance to 20k and generating \$100k in sponsorships.
- Accelerated social media presence 100% annually over platforms with strong content, engagement, and campaigns.
- Increased post-race attendance and vendor sponsorship partnerships by 400%.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

- Bachelor of Science in Managerial Economics and Industrial Management
- Delta Tau Delta Fraternity, IFC Council President, Economics TA

SKILLS

- **Leadership:** Strategic Vision, Cross-Functional Team Building, Mentorship Development
- **Business Development:** Partnership Building, New Business Acquisition, Client Retention
- **Marketing:** Brand Activation, Experiential Marketing, Integrated Campaigns, Creative Strategy
- **Management:** Project Management, Budget Analysis, Client Services, Team Leadership
- **Technical:** Microsoft Suite, CRM/Salesforce, Social Media, SEO Foundations

PROFESSIONAL DEVELOPMENT

- AMA Professional Certified Marketer in Digital Marketing
- AI Coursework (in progress)
- Preparing for Project Management Professional (PMP) Certification

PLAY

- Swim, Bike & Run – not always in that order and not always in one day