

Christine Clifton

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Professional Profile

Learning & Development and Coaching Professional with Sales, Marketing, Consulting, Management, and Human Resources experience in the Chemical, Pharmaceutical, Insurance, and Retail Industries.

Exceptional facilitative skills in human capital development resulting in implementing business & marketing plans, reaching financial targets, and achieving personal and professional goals.

Areas of Expertise

Sales: Negotiation, Sales Approach and Planning, Client Relationship Management

Marketing: Marketing Communications, Marketing Plans, Micro-marketing Messaging

Operations/HR: Performance Development, Talent Management, Strategic Planning

Communication: Selling Skills, Behavioral Style Assessment (DISC), Work/Life Harmony

Professional Background

Client Centric Growth, LLC, New Jersey-based

November 2011 to Present

“You don’t have to shout to Stand Out”

Business Development Consultant to Small Service Businesses. Improving the results of current marketing and sales efforts through strategic planning and tactical implementation of relationship-based client and prospect marketing and communication campaigns.

- Marketing Graphics Firm: 264% Return on Investment after former client outreach campaign
- Computer Training Studio: 50% ‘to appointment’ rate, from current contacts to potential new clients
- Virtual Business Assistant: Tripled revenue in only six months after redesigning service offering

Independent Learning & Development Professional

January 2011 – February 2012

Facilitator and Subject Matter Expert. CRM system technology facilitator for Sanofi. eLearning Management and Human Resources expert for element k. Supervisory Excellence facilitator for Quest.

Break Out of the Ordinary, LLC, dba Health-e-Motion, New Jersey-based May 2007 to March 2011

Founder, Health-e-Motion, School of Total Well-being and Personal & Business Growth Coach.

Taught new life, work, and communication skills to individuals and small business owners. Operated wellness studio, bringing natural health and fitness classes & workshops to the local community.

CYRO Industries/Evonik Degussa Corporation, Parsippany, NJ February 2000 to February 2008

Manager, Sales Force Effectiveness (February 2006 - February 2008)

Appointed to this special temporary assignment in order to lead the company's initiative to integrate a specialized sales process within the selling function through coaching sales management and consulting with the sales force in order to achieve the company's financial targets.

Examples include:

- Chaired a multi-functional negotiating team addressing contract renewal parameters for a Fortune 500 customer. The new multi-year contract established resulted in a 50% improvement to manufacturing profit
- Developed, designed and implemented an internal sales case study competition. The results of the competition identified in which areas further sales coaching and development were required in order to maximize business results

CYRO Industries/Evonik Degussa Corporation (con't)

Manager, Human Resources (February 2000 – January 2006)

Human Resources Manager to the company's commercial division consisting of three separate and distinct business lines, one of which was overseen by an HR Generalist reporting to me. Responsible for a management staff of 30 and a total commercial staff of 120 managing Compensation, Employee Relations, Policy Establishment, Recruiting, Performance Development and Project Management.

Examples include:

- Facilitated a multi-day workshop for the Operating Committee in which the company's mission, vision and values statements were completely revamped to reflect the new strategic direction
- Proposed a new compensation structure to include a greater, incremental weighting on variable pay for professional positions. The new structure was adopted and resulted in better identification of major milestone accomplishment as well as an appropriate pay-for-performance variable pay level
- Established Human Resources as a Business Partner by championing periodic project management initiatives for the business lines through the support, facilitation and implementation of the company's major annual initiatives

Selective Insurance Company of America, Branchville, NJ September 1997 to January 2000

Human Resources/Administrative Manager

- Human Resources Manager to a 20 person management team in a regional insurance office producing \$100M in premium through a staff of 180 including 60 field personnel
- Employee Relations Manager to a 40-person Staff Counsel Office

The Bon-Ton Stores, Inc., York, PA

March 1994 to July 1997

Human Resources/Sales Management

Human Resources and Sales Management professional in positions of progressively greater responsibility, through promotions and lateral moves, at multiple store locations:

- *Divisional Human Resources/Operations Manager* - July 1996-July 1997 - Hanover, PA
- *Divisional Sales Manager* - February 1996-July 1996 - Johnstown, PA
- *Regional Human Resources Manager* - February 1995-January 1996 - Greensburg, PA
- *Human Resources/Operations Manager* - March 1994-January 1995 - Frackville, PA

Client Centric Growth Classes and Seminars

Business Topics

The Fortune is in the Follow-up
Wealth Harvest
Dialing for Dollars
Ditch the Pitch and Embrace Your Grace
The Softer Side of Selling

Life Topics

Can You Hear Me Now?
You don't have to shout to Stand Out
Setting Healthy Boundaries for a Harmonized Life
Say what you need to Say
Putting your ASK out there

Education and Credentials

M.B.A., Marketing Emphasis - Centenary College, Hackettstown, NJ

Certificate, Core Essentials Graduate (CEG) - Coach U, Denver, CO

Certification, Senior Professional in Human Resources (SPHR)

Human Resources Certification Institute, Arlington, VA - December 1999 through December 2008

B.A., Business Administration, Management Emphasis - Columbia College, Columbia, SC