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Highlights

- ❖ 28 Years Sales and Business Development
- ❖ Creative Consultative Selling Expertise
- ❖ Client-Focused Partnership Manager (inc. travel)
- ❖ Exceeds Sales, KPI's and Profit Goals

Professional Experience

Global Resource Advisors

Director of Business Development and Partnerships

2024 – Present

- I organize and expand partnership relationships for helping companies restructure predatory debt into manageable business models. Pipeline management and CRM management as well.
- Beat acquisition quotas for 2024 by 45%.
- Increased sphere of influence in our industry by 20%.
- Designed and disseminated first marketing and advertising campaigns for the company.

The Pokémon Company Int'l

Consultant, Regional Coordinator, Remote Contract Employee

2021 – Present

- I oversee a 5-state region to expand sales and tournament play for the Pokémon Trading Card Game and Video Game.
- Coordinate sales efforts with a network of gaming and video gaming stores to increase partnership depth.
- Sales for the region have increased 27% YOY under my efforts, and League/Tournament attendance are up 55% since 2021, which create longevity in repeat sales.
- Organize large tournaments of up to 2,000 players, in addition to volunteer duties listed below.

AHA!

Vice President – Sales and Marketing, Remote

2021 – 2022

- Developed new internal processes for making the sales cycle of Roadmap Software more efficient.
- Travel was roughly 40%, mostly Midwest and Rocky Mountains, making sure client-centric focus was being met and customers were being heard in product development needs.
- Managed Western US client base on Salesforce and built interactive interfaces to make contact easier.

VZP Digital, Centennial, CO

Vice President – Sales and Business Development

2017 – 2020

- Ownership of divisional sales and business development, including market expansion, strategic product marketing, start to finish sales closing, targeted prospect generation.
- Helped to develop internal SaaS Automated Speech Recognition (ASR) technology using multiple Artificial Intelligence (AI) platforms, and applied that technology through software and app development to reach new market audiences.

- Sales efforts primarily consisted of grass roots prospecting and market discovery, market penetration strategies and advanced closing techniques. Customer-obsessed approach added referrals as well.
- Developed applications for ASR project to broaden applications of existing AI technology. These strategies established new benchmarks for usage of the technology and created a market leadership advantage.
- Established, solidified, and maintained new partnerships within education, media, sports, esports, and manufacturing, biotechnology, and non-profit sectors. Experience with long sales cycles and generating leads were key to relationship building and managing expectations.
- Most of these were new sectors to the company and were tailored to capture unmet needs. Closing success rate of new sectors was 87.5%. Product was a good fit for Q4 planning and purchasing.

National Cinemedia, Englewood, CO
Administrator, Partner Liaison

2014 – 2017

- Coordinated marketing communications between National Cinemedia and major partner companies such as AMC Theaters, Regal Theaters and Cinemark Theaters.
- Managed distribution of advertising paraphernalia for large premier events such as major movie premiers, charity functions and theater-specific promotions.
- Oversaw coordination of advertising and programming in conjunction with large premier events.

Whole Foods Market, Centennial, CO
Coffee-Tea-Chocolate Buyer, Specialty Department

2011 - 2014

- Bought, marketed and promoted all products pertaining to coffee, tea and chocolate. Included holiday and specialty products.
- Developed market research strategy based on customer preference to keep sales fresh and growing, while taking care of our existing dedicated customers. Repeat customers grew at a 29% rate YOY.
- Increased overall sector sales YOY average increase of 38%.
- Increased holiday chocolate sales 178% through same time period, led all stores in 6 state region.

Bayesline, Ltd., Littleton, CO / London, UK
Vice President - US Sales and Marketing

2009 – 2010

- Established sales and marketing strategy and development for British company introducing new SaaS trading software to the United States markets. Worked remote with occasional travel throughout the US, and to the UK.
- Ground level marketing included meetings with advisors who specialize in commodity, foreign exchange and US Treasury futures, and companies/organizations who hedge their own products.
- Version 1.0 released in early April, 2009 and sales expanded quickly with an “official” product, largely due to my marketing and contact regimen.

OppenheimerFunds, Inc., Englewood, CO **2006 – 2008**
Vice President - Regional Sales

- Coordinated sales and marketing efforts with external wholesaler for new region covering over 1,400 advisors in Northern California and Northern Nevada.
- Main responsibilities in team with external included discovering new advisor relationships, pipeline and CRM management, retirement sales, product updates and communications, and development of mutual fund placement with advisors.
- Coordinated budgets for client rewards and gifting programs, and oversaw the execution of delivery processes.
- Product-wise, increased YOY sales in region by an average of 28% per year.

Merrill Lynch, Denver CO **1996 – 2006**
2nd Vice President – Investments, Financial Advisory

- Provided excellent, client-focused financial advisory services to individuals, government agencies and corporate benefit plans. Client assets exceeded \$500 Million in all capacities. Deals over \$100M+ as well as excellent product, pipeline and CRM management.
- Made Recognition Clubs every year, with High Achievement.
- Ran new hire training program with far exceeds rating.
- Held multiple licenses for securities, insurance and financial planning.

Software Proficiencies

- Microsoft Office Suite
- Salesforce, Freshworks, Microsoft, Oracle and other CRM Platforms
- Trello, Slack, Teams, Discord and other Communication Platforms

Education

Bachelor of Science, Finance, with additional concentrations in Marketing and Economics
Colorado State University, Ft. Collins, CO
- Vice President, Pi Kappa Phi Fraternity

Volunteer Positions

The Pokémon Company International – Judge and Organizer 2014 - Present

Weekend volunteer help judging and organizing events for the Pokémon Trading Card Game, providing organizational help for events from 20 to over 14,000 players and spectators.
Head Judge and Mentor responsibilities at multiple National and World Championship events in the United States, as well as London, Frankfurt, Melbourne, Yokohama, Vancouver and Sao Paulo.