

Christine Horne is recognized for consistently creating innovative alliances and wealth growth strategies that maximize profitability and return on investment. She loves to challenge the norm and establish new dynamics – bringing extreme profitability and wealth growth to individuals, businesses, and investment projects.

PRIOR TO CREATING THE MASTERS WEALTH GROUP, LLC
And her focus on the Financial Success of *Individuals*

Christine Horne was highly successful in creating substantial market share increases and profitability for corporations in multiple business venues. The urging and high praise from David Litman, original owner and CEO of Hotels.com, prompted Christine to finally take the leap from the Corporate world and open her own business in 2004. Her business development experiences and financial understanding evolved into her d/b/a The Masters Group. The Masters Group became The Masters Wealth Group, LLC in 2018. Her client-focused goals of individual wealth growth and financial security have remained consistent and are fittingly described by the slogan: ***Financial Services for the Seasons of Your Life.***

The Masters Wealth Group, LLC
Financial Services for The Seasons of Your Life
Owner, President and CEO

Mansfield, Texas
2018 to Present

The Masters Group, Christine Horne, d/b/a
Financial Services for The Seasons of Your Life
President and CEO

Mansfield, Texas
2011 to 2018

Responsible for creating wealth growth strategies for individuals that provide: Wealth Protection, Wealth Growth, and Wealth Legacy – aligning client financial needs for today and the future, as well as establishing legacy goals via estate planning and will-and-trust packages. Established a multi-million-dollar portfolio of clients and investments, which continues to grow dynamically.

DeSoto, TX
2004 to 2010

Participated in a variety of consulting, employment, and business development relationships, while gaining the direction and expertise to commence business as The Masters Group, which evolved into The Masters Wealth Group, LLC.

Hotels.com
Innovative e-Commerce Hotel Reservation System
Senior Director Product Development

Dallas, Texas
2001 to 2003

With e-Commerce heating up, and call-center phone banks the known industry standard, we established *new approaches to the marketplace* that *provided exponential growth and profitability*, taking the 10-year old company from \$440 Million to \$1 Billion in revenue in a 24-month period, at which time the company was sold. Consulting directly with David Litman, Owner and CEO, we developed a strategy and marketing team that approached nation-wide hotel chains and boutique hotels for *multi-year contracted room allotments*, generating *advance on-line bookings*, and allowing our call center to book rooms months in advance of competition. The result was *extreme growth and profitability*, prompting the sale of Hotels.com and providing the owners and partners an opportunity to move to their next venture.

OBIE Media
Market Development and General Management
General Manager

Oregon / Texas / Florida
Canada
1997 to 2001

Managed outdoor advertising operations for five markets in Florida, including developing and maintaining contracted relationships with bus transit districts and the local businesses purchasing the advertising space. As General Manager, Christine also collaborated with the art and production teams, as well as installation teams. Florida became Obie Media's highest profit sector under Christine's management and leadership.

Farwest Steel Corporation
Client Base Expansion and Market Share Retention
Sales Representative

Eugene, Oregon
1986 to 2001

Maintained one of two highest level sales and profitability positions in company* for eleven years. Developed the sales training manual and trained all incoming managers and sales staff. After the death of Dale Fisher, founder and owner of Farwest Steel Corporation, the company was purchased by Wan Koo Huh's private equity group who promptly gave Christine the responsibility of educating and training his son to manage the business. Participated as Contributing Editor of local, regional and national publication of AWMI Newsletter (Association of Women in Metals Industry).

*Note – the alternate salesperson competing for the number 1 or number 2 sales position (no one else even came close!) eventually became Christine's husband, and they have now celebrated 30 years of marriage. The competitive nature within them turned into a fine collaboration, which is exactly what the Masters Wealth Group likes to achieve with their clients—a long-term successful collaboration!