



Christopher J. Yelcho

Technical Storyteller & Creative Leader

– Marketing Strategy – Corporate Communications– Executive Voice
Channel/Revenue Development–Campaign Design & Execution–Sales

Nice to meet you; and to begin our conversation by introducing myself and how I might impact your Organization. As a seasoned practitioner in Financial & Corporate Communications, Business Development, Technical Marketing and Company/Project Management with Consumer & Institutional experience with:

- Corporate and product positioning
- Revenues strategies
- Partnerships; Sponsorship;
- Lead generation, omni-channel marketing, CX, and Loyalty
- Sales management and client acquisition campaign design
- Marketing tech & AI Literate

I've had impactful engagements across multiple verticals, & several experiences on the cutting edge of technology and consumer industry evolutions have built a nimble executive that thrives on being part of innovation and creativity.

A native Michigander who cut my professional teeth in NYC (it makes me politely competitive). Studied, analytical, technical and measured, but laid-back (with some comic chops). And best in a dynamic environment where I can elevate the team. Quick, well-educated and aggressive.

CONTACT

PHONE: (646) 641-7000

E-MAIL: christopher@cjy.info

WEBSITE: <http://cjy.info>

SOME CAREER HIGHLIGHTS

Founded Co. that Blended Financial Services & College Financing into SaaS Tools/System (Lead Gen, Training, Sales, Marketing & BackOffice)

Built 44 Advisor, national distribution network; negotiated participation of our Pay-for-College program with 4 Universities; Developed solution software, calculators, agent onboarding, LMS, and business/practice management system; National certification and ongoing market training and thought leadership.

Managed Revenue for a \$20m/annum Multi-Family Office

Ran planning, revenue mgmt. & business development for 25 RIA reps (1,500 clients). Co-ran a practice (\$30m AUM,/\$750k GDC). Advanced planning & tax strategy (cash-balance plan, a foundation, premium financing (deferred comp), & comprehensive wealth management, business services, tax, legal & private banking

Lead Client Acquisition, Financial Engineering, Marketing and Private Equity Negotiations Resulting in 5 Competitive \$100m offers.

National consolidation of 20 entertainment properties, negotiations with franchisor, minorities, and a creation of a unified balance sheet

IR & Financial Consulting Background (20 public) / (10 private) clients

Market awareness campaigns; Financial engineering; M & A; Delisting crisis; National rebrand; Bankruptcies; Marketing Positioning; Valuations. Managed \$65,000 a month in professional services, all the ad hoc project revenue, while supporting the practices & new business efforts

NOTABLE EMPLOYMENT

Responsible College Advocates – Co-Chief Executive

October 2016 – December 2023

The Hantz Group – Branch Manager / Financial Advisor / Bus Dev Mgr.

September 2010 – October 2016

Financial Summit Ventures – Executive Principal

August 2002 – December 2009

3rd Millennium Management – Director of Business Development

June 2001 – August 2002

The MWW Group – Manager Institutional Relations / Account Executive

September 1999 – June 2001

ICM Conferences – Producer

April 1999 – September 1999

Prudential Financial – Advisor

April 1999 – September 1999

MORE INFORMATION

And comprehensive details are available at <http://:cjjy.info> Documents include:

- Executive Summary
- Employment Fact Sheet
- Career Biography
- Personality & Perspective
- Growth Strategy
- Frequently Asked Questions

MANAGEMENT STYLE

20 years of C-level communications has made me comfortable in most environments. It's cliché to say from the factory to the boardroom but it's true with context.

- Energetic & Inquisitive
- Creative Thinker & Detailed
- Negotiations & Selling Skills
- Believe that I can learn something from everyone

An Integrator at heart. Seeking to understand first, then I know where I can assist or leverage. Striving to be inclusionary while remaining focused on maximizing talents & impact. The coach in me also sees the difference between game management, and winning time. That allows me to engage by leading, organizing or supporting.

- It's important to win business as a teammate and leader.
- Necessary to make time with staff to do mirroring activities (like meeting prep, calls, or problem solving), relationship management, and professional development.
- Come prepared, if not polished.

PERSONALITY & INTEREST

Spartan. swimmer, and foodie. Geeky; I read a lot of technology & economics/.

- High E.Q. and I've had grey hair since I was 26!

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SUBJECT MATTER EXPERTISE

- Investor & Institutional Relations – Capital Markets –
- Technology – Education – Specialty Retail – Financial Services –

B2B & CONSUMER MARKETING

Background as an operator, building financial & education communities, and managing the lead generation process (100 micro-campaigns resulting in \$1m+ new business opps a Q). Utilizing immersive media, nurturing funnels, compliance-touchpoints,, Facebook/Google SEO, persona identification & modification, analytics, timing, as well as multi-step qualification & validation and iterative prospect communications. Duties included:

- *Project manager; Built workflows and scripting for onboarding and client acquisition/nurturing campaigns in HubSpot & Azure*
- *Facebook & Google Ad campaigns (44 markets)*
- *Hootsuite deployment for unified brand marketing*
- *Internal business prompting & systematic client engagement*
- *Content throughout the sales and ongoing engagements*
- *Custom marketing materials for onsite and virtual seminars*
- *Overseeing digital design (internally & outsourced) & content development of over 100 individual campaigns*

EVENTS, CONFERENCES & ROADSHOWS

National Conference & Recruiting – Responsible College Advocates

- 3-Day event(s) featured vendors, higher education executives, and financial presentations. Workshops, and Vendor Dinners
- Business process, marketing & software demonstrations

Public Launch - Targeted IR & Onsite Events – Reverse Merger (SCRH)

- Threw 6 Wall Street parties w/ 1,000 unique licensed attendees
- Drove interest and volume to help facilitate a mgmt. buy-out

Software Launch: Financial & Industry Roadshows, New Business Pitches

- Strategic communications & top-tier Silicon Valley Roadshow to introduce Neural Network technology, presentations to partner companies, and eventual \$100m acquisition.
- Constructed messaging, market research & presentations

Sponsorship Sales

- *Oversaw high-performing sales teams*
- *NYC Fashion Week Show (The World According to Jess)*
- *Local Ski Event (Hunter Mountain)*

Conferences Producer – Executive Education (\$10m on my projects))

- Produced 4 three-day events on advanced systems & tech

Education Seminar Series (Prudential/EPR/RCA.- seminar & collaterals)

EDUCATION

Seton Hall University – M.A. Corporate Communications

September 1996 – December 1998 (ABT)

Michigan State University (James Madison College) – B.A. Political Economics; B.A. – Public Policy

September 1992 – May 1996