



**CHRISTINE M. BROWN**

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**Chris Brown** is president of Marketing Resources & Results, Inc., a full service marketing firm that provides strategic marketing planning and marketing services. She has significant experience in marketing and branding with a strong background in online marketing and social media. In addition to entrepreneurship experience as a business owner for 10 years, Chris has more than 14 years experience in the toy industry marketing brands like G.I.Joe, Transformers, Playskool Baby and Little Tikes. Chris is known for her ability to share innovative and practical marketing techniques to help manufacturers and professional firms grow their businesses.

<p><b>Marketing Resources &amp; Results, Inc.</b></p>	<p><b>President</b>, 1998–present</p> <ul style="list-style-type: none"> <li>• Marketing strategy development for manufacturers to increase sales.</li> <li>• Branding positioning and identity development.</li> <li>• Marketing services for manufacturers and professional service firms needing graphic design, public relations, market research, websites, trade show and sales materials.</li> </ul>
<p><b>Speaking and Workshops</b></p>	<ul style="list-style-type: none"> <li>• Presentations locally and regionally on women in leadership.</li> <li>• Presentations regionally on effective online marketing and social media.</li> <li>• Presentations nationally on marketing and branding.</li> </ul>
<p><b>Author</b></p>	<p><i>Real Women – Real Careers: Resources for Transitioning to your Next Career.</i>        A series of online articles, November 2006 to present.  <i>Bring Your New Product To Market.</i> 45 minute Audio CD.  <i>Branding &amp; Marketing: A Resource for Business Professionals.</i> A series of more than 600 online articles, March 2006 to present.</p>
<p><b>Awards and Distinctions</b></p>	<p><b>ATHENA Leadership Award Finalist</b>, Athena International, NE Ohio, 2007  <b>WBENC national certification</b>, 2007  <b>TEN Under 10</b>, Best Practices, Cleveland Council of Smaller Enterprises, 2006  <b>Competent Leader</b> and <b>Advanced Communicator</b>, Toastmasters International, 2002 and 2005  <b>New Program Excellence Award</b>, Ohio Continuing Higher Education Association for development of the Applied Marketing Management Certification Program developed in conjunction with The University of Akron and Cleveland State University, 2005  <b>Distinguished Sales and Marketing Award</b>, Sales &amp; Marketing Executives Association of Akron, 2001  <b>Alumni Achievement Award</b>, Kent State University Journalism School, 1997  <b>President’s Outstanding Achievement Award</b>, Little Tikes/Rubbermaid, 1992</p>
<p><b>Education</b></p>	<p>BS in Public Relations, Kent State University        MBA in Marketing, 85% complete, University of Rhode Island</p>
<p><b>Community Service</b></p>	<p>Board of Directors, Athena International        Member, Board of Directors, Finance committee and Social Enterprise committee, United Disability Services        Marketing Committee, Junior Achievement of Akron        Past President, A.M.Akron Toastmasters, largest Toastmaster club in Ohio.        Business Partner and Mentor, College of Business Colleagues, Kent State University</p>