Christy Brasfield

Executive hiring brief | C-suite strategy, exceptional teams, measurable growth

EXECUTIVE VALUE

30+ years aligning senior decision-makers, negotiating with owners and franchise operators, navigating complex growth challenges, and developing national and regional leadership talent.

VERIFIED CAREER SCOPE

- $54M+ in cumulative revenue portfolio responsibility across executive leadership roles.
- $2.4M largest single annual marketing and acquisition budget managed; distinct from portfolio revenue.
- 130%-184% of annual performance objectives achieved; sustained 36%+ annual digital revenue growth for 12 consecutive years.
- Developed talent who advanced into 7 vice president and 11 sales director positions; led 52 account executives serving national accounts; developed 13 Winner’s Circle performers.
- Directed leaders and regional teams across Florida, Georgia, Alabama, South Carolina and Indiana.
- Healthcare-product campaigns targeted more than 400 medical practices, designed to increase new-product prescriptions and clinician recommendations.

LEADERSHIP APPROACH

Align executive priorities and negotiate mutual commitments; define measurable outcomes; recruit, train and coach accountable teams; build systems that sustain results.

CONTACT

christybrasfield23@gmail.com | linkedin.com/in/christybrasfield23