Maria Cristina Remick

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EDUCATION

W. P. Carey School of Business at Arizona State University, Tempe, Arizona
Master of Business Administration Specializing in Sports Business May 2005

Bachelor of Arts, Loyola College in Maryland, Baltimore, Maryland May 1988

PROFESSIONAL EXPERIENCE

Marketing Consultant — **Owner, The Remick Group, Washington, DC** — **1995 – Present**

Business Development
- Developed and implemented all aspects of the business including: program development and instruction, sales and marketing, human resources, accounting, operations and facility management with annual revenues of over $200K

Strategic Marketing
- Created a strategic marketing plan for *Cosmopolitan* designed to reposition the brand into a new market segment and increase advertising funds
- Provided strategic marketing plans and recommendations for community and private youth sports programs designed to differentiate and brand individual programs leading to increased profits

Sports Marketing
- Consulted with four private tennis clubs in development of marketing campaigns, community outreach, and innovative programs resulting in a 40 percent profitability increase

Relationship Management
- Developed strategic partnerships on behalf of civic and community groups and business and youth development programs designed to enhance visibility, and secure funding sources

Marketing Director — **Baltimore Tennis and Fitness, Baltimore, Maryland** — **1992 – 1995**

Sales and Sales Management
- Developed and implemented a strategic marketing plan including sales and sales management that resulted in improved sales from 50 to 700 clients and increased weekly revenue from $2,500 to $36,000

Operations Management
- Managed operations for a sports development program with over 380 participants and two summer camps with 700 students

Leadership
- Trained and managed a staff of 30 that included: instructors, telemarketing / customer representatives, and administrators

Sponsor Development
- Secured $50K in sponsorship from Prince™

Public Relations Director — **Pride of Baltimore, Inc., Baltimore, Maryland** — **1990 – 1992**

Project Management
- Coordinated domestic and international public relations with 12 countries in over 20 European ports for PRIDE OF BALTIMORE II tour designed to increase cross-cultural business development opportunities, resulting in over 20 percent increased usage of the vessel by local businesses

Event Management
- Planned and managed event operations with a budget of over $2.5M that included: logistics, communication with international authorities, media coverage, and coordination with sponsors

Sales and Sponsorship
- Solicited and secured $200K to $500K average per company in sponsorship from international business communities, including, but not limited to: KLM, TWA, Alex Brown, USF&G, T. Rowe Price and Crown Central Petroleum

Communication
- Developed relationships that led to live interviews for international and local television, radio and wrote feature stories newspapers in 3 different languages

Insurance Sales — **Merrill Lynch Life Agency, Baltimore, Maryland** — **1989**

New Business Development
- Researched alternative product offerings, calculated individual and corporate return on investment (ROI) and developed seminars and sales training for a sales force of 75 brokers that resulted in a 25 percent increase in sales of insurance products