

Renee Grossman

Business Development & Strategic Partnerships Executive

Colorado Springs, CO | reneegrossman@gmail.com | [linkedin.com/in/reneegrossman](https://www.linkedin.com/in/reneegrossman) | socialwavesstudio.com

EXECUTIVE SUMMARY

Dynamic business development and strategic partnerships executive with experience driving sponsorship growth, cultural partnerships, digital transformation, and client success across sports, technology, nonprofit, hospitality, and entrepreneurial sectors. Proven ability to develop high-value revenue-generating partnerships, lead cross-functional initiatives, and cultivate long-term stakeholder relationships. Passionate about the intersection of art, culture, commerce, and experiential storytelling, with a personal background as a multidisciplinary artist working across multiple creative mediums.

PROFESSIONAL EXPERIENCE

Director of Business Development – U.S. Figure Skating

October 2024 – Present | Colorado Springs, CO

- Drive strategic sponsorships and cultural partnerships to support revenue growth and national brand visibility.
- Led negotiations and partnership development for Save The Duck, securing the organization's first-ever official outerwear sponsorship valued at more than \$500K in new revenue and value-in-kind support.
- Lead negotiations with suppliers and strategic partners across multiple sponsorship categories.
- Support sponsorship fulfillment, activation strategy, and long-term partner relationship management.

Founder & CEO – Social Waves Studio

June 2023 – Present | Remote

- Founded and scaled a multi-industry digital marketing and web development agency serving 20–30 concurrent clients.
- Achieved Wix Legend Partner status through high-performing web development and client success initiatives.
- Develop branding, SEO, social media, CRM integration, and digital marketing strategies for businesses, artists, hospitality brands, and nonprofit organizations.
- Creative and branding clients have included Lodi Brewing Company, Belching Beaver Brewery, In-N-Out Burger Headquarters, Grammy-winning pianist Peter Kater, and other lifestyle and experiential brands.

Sales Marketing Operations – ChromeSignage

February 2021 – October 2025

- Managed a diverse portfolio of 700+ client accounts while supporting customer success and retention initiatives.
- Oversaw sales and marketing operations, onboarding workflows, and client engagement strategies.
- Supported CRM optimization, operational processes, and marketing initiatives to improve efficiency and customer satisfaction.

Account Executive – ChromeSignage

February 2018 – February 2021

- Drove B2B sales growth for commercial digital signage and technology solutions through strategic prospecting and relationship development.
- Built and managed client pipelines using CRM platforms, overseeing lead generation and account management.
- Conducted solution-based sales presentations and product demonstrations tailored to client operational needs.

Field Program Manager – USO

May 2021 – May 2022 | Yokota Air Base, Japan

- Supervised military community engagement initiatives, event planning, and operational program execution.
- Managed stakeholder relationships, community outreach, and social media communications.

Outside Sales Representative – The Hershey Company

July 2016 – May 2017

- Exceeded sales goals through strategic territory planning and relationship management.
- Managed a retail portfolio generating more than \$2.6M in annual sales revenue.

CREATIVE BACKGROUND

Multidisciplinary artist with a strong passion for contemporary art, creative storytelling, visual branding, and culturally driven experiences. Experienced working across multiple creative mediums including digital design, branding, mixed media concepts, social storytelling, experiential marketing, and creative direction for artists, hospitality brands, and lifestyle companies.

EDUCATION

- Florida Gulf Coast University — Bachelor of Science, Business Marketing (2010–2015)
- Florida Gulf Coast University — Bachelor of Arts, Fine Art (2009–2014)

LICENSES & CERTIFICATIONS

- Lean Six Sigma White Belt Certification — Educate 360 (2024)
- Fitness Nutrition Coach — NESTA National Exercise & Sports Trainers Association (2020)
- R.E.A.L Family Readiness Group Leader Training — U.S. Army (2018)

CORE COMPETENCIES

Strategic Partnerships • Sponsorship Development • Business Development • Cultural Partnerships • Experiential Marketing • Luxury Brand Relations • Digital Marketing • CRM & Lead Generation • Sales Strategy • SEO & Branding • Project Management • Client Success • Website Development (Wix) • Social Media Strategy • Contract Negotiation