**Peter Christoff**

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**INNOVATIVE EXECUTIVE LEADER DRIVING GROWTH & TRANSFORMATION**

Dynamic, data-driven C-Suite leader with 30+ years of success scaling revenue, operations, and global expansion for companies from $15M start-ups to $900M market leaders. A trusted veteran in CPG, Health & Wellness, Nutraceuticals, and Beauty/Personal Care - Known for reversing sales declines, building high-performing teams, and launching over 100 successful products. Brings an “all-in” attitude with a balance of strategy, empathy, accountability, and execution.

**CORE COMPETENCIES & EXPERTISE**

Strategic Planning • P&L Ownership ($30M–$150M) • Sales Leadership • Business Development • Global Operations • Operational Efficiency • AI Integration for Growth • DTC & Affiliate Strategies • Product Launch Execution • Incentives & Promotions • Customer Experience • CRM & Tech Systems • Regulatory & Compliance • Brand Repositioning • Scaling for Growth • Lean Six Sigma Black Belt • Board & Consulting Leadership

**SELECTED CAREER HIGHLIGHTS**

* Reversed multi-year double-digit sales declines in both U.S. and Canada, driving double-digit growth
* Built and led entire Sales/Operations infrastructure for multiple start-ups and scaling organizations
* Created influencer/affiliate programs generating millions in new revenue and dramatically boosting customer acquisition and retention through use of AI integration
* Oversaw international expansion into 10 countries with strong regulatory, compliance, and logistical execution success, managing teams of 5–100+
* Negotiated & managed high-value brand deals (MLB, PGA, AVP)

**EXECUTIVE EXPERIENCE**

**Managing Director, SVP North America**

*Dec 2023 – Present | Healy World – Orlando, FL*

Built scalable North American operations and sales infrastructure for a global MedTech brand. Drove AI-based service model adoption and multi-channel growth initiatives.

* Led $50M–$200M growth strategy development and execution
* Launched 5 new products leading to a 24% increase in sales
* Directed P&L, sales, marketing, operations, finance, customer service, and promotional planning

**SVP of Sales & Operations (Consulting)**

*Feb 2022 – Oct 2023 | BELLAME Beauty – Fort Worth, TX*

Architected systems for scaling operational & product strategies for an Inc. 5000 luxe beauty & skin care brand, doubling affiliate acquisition through use of AI content and predictive analytics.

* Launched 8 new products, boosting auto-ship retention by 14%
* Drove incentives & promotions, increasing incremental sales by 19%
* Cut shipping costs 20% through vendor optimization

**Chief Operating Officer**

*Dec 2016 – Jan 2022 | FITTEAM Global – Palm Beach Gardens, FL*

Ran all operations, product development, manufacturing, logistics, customer service, tech, training, and international growth for a multi-national health & wellness - nutrition & weight loss company.

* Launched 4 new products generating $21M in first-year sales
* Drove expansion into 4 new international markets, resulting in $8M in incremental sales
* Converted to new manufacturing and shipping vendors, reducing costs by 19%

**Chief Sales & Marketing Officer (Consulting)**

*Apr 2016 – Dec 2016 | BriAA Beauty USA – Miami, FL*

Planned and successfully executed the US launch of a new anti-aging skincare line for a leading international contract manufacturer of prestige cosmetics and skincare.  Established e-commerce website and Amazon store.

**Chief Executive Officer (Consulting)**

*Aug 2015 – Jan 2016 | LiveSmart360 | Sora Wellness | StarRizer – Sarasota, FL*

Took over a portfolio of companies in distress (functional foods, nutritional supplements, & Content Management SaaS).  Evaluated and quickly executed strategies to successfully sell one, invest in another, and close the third.

**President**

*Jun 2013 – Jun 2015 | MANA Beauty Products - Junetics – New York, NY*

Built a new prestige skincare brand from scratch, driving R&D, clinical trials, brand strategy, marketing, manufacturing, and multi-channel distribution (DTC website & Amazon store). Oversaw a $5M+ launch with successful on-time delivery, and a subscription program driving 61% of orders with a 39% 6-month retention rate.

**Vice President & General Manager**

*Nov 2001 – Aug 2012 | Shaklee Corporation – Pleasanton, CA*

Independently managed the P&L of a $25M/year international market for a global leader in Health & Wellness. Reversed a double-digit sales decline, increasing sales by 10.2% over pre-decline levels. Drove the successful launch of 26 new products - collectively responsible for over $254 million in sales over 8 years.

**EDUCATION & CERTIFICATIONS**

**MBA, International Business** – University of Utah

**B.S., Marketing (Minors: Chemistry & Philosophy)** – University of Utah

* Lean Six Sigma Black Belt • Advanced Global Supply Chain Management • AI Marketing
* Total Quality Management (TQM) • SQL Server Data Analysis • Social Media Marketing
* Health & Wellness Coaching • Weight Loss Coaching • Emergency Medical Tech

**MILITARY SERVICE**

**U.S. Navy** *|* HM-3 *|* *USS William H. Standley* (CG-32) - San Diego, CA – Awarded Navy Achievement Medal