



Executive Biography

Christine Otte

WOLF Means Business



Christine Otte, known for being incredibly strategic and efficient, is fanatical about finding ways to get more done, in less time, with a bigger return on investment. Her understanding of business principles, coupled with her marketing expertise and commitment to customer service make her a valuable resource for executives and entrepreneurs, alike.

Before launching Otte Consulting and Support, LLC, in 2007, Christine spent many years in management positions, at both large and small companies. She gained valuable experience in achieving and surpassing sales goals in a variety of industries and locations, as she moved around the country with her husband. And, most importantly, she learned that businesses need more than just advice...they need hands-on support. They need help operating more efficiently so they can focus on growth.

Some of her successes include:

- Exceeding sales goals as a marketing director of a 180-store super-regional shopping center where she managed a marketing fund of more than \$1 million and generated year-over-year sales increases of roughly \$6 million, while industry sales remained flat.
- Creating and implementing many successful programs and promotions, as the first-ever marketing and customer service manager for a national restaurant company (operating 80-plus restaurants and 20-plus different brands across the U.S.).
- Generating a 12 percent sales increase at a failing college bookstore by overhauling operations, creating new standards for customer service, and implementing a public relations campaign, which set the store up for years for continued success.

She operates her company and advises clients based on her core beliefs about business:

- No one can do everything, at least not well, and not for long. Effectively streamlining processes and delegating non-executive level tasks, frees up a business owner to do the most important work of leading his or her company into the future.
- Growth is great, but it is essential to continually monitor a company's ability to meet the demands of growth, and make necessary adjustments so that it can be handled effectively.
- Customer service will make or break a business. Loyal customers are the foundation of a business, generating regular revenue and referring new business.
- Marketing is not about expensive ads, beautiful graphics or clever taglines. Marketing is about finding the right avenue to introduce yourself, or your business, to those who can benefit from your products or services. It doesn't have to be expensive. It has to be targeted.

Christine earned her Bachelor's of Business Administration degree from Mesa College in Grand Junction, CO, with a dual major in Marketing and Management.

When Christine isn't working with clients, she enjoys spending time with her family. She is married, with two beautiful little girls, who amaze and delight her every day.