



Ann Ranson

inspired business models for profits, people and planet



"The greatest good you can do for another is not just to share your riches, but to reveal to him his own".

Benjamin Disraeli

Ann Ranson helps you hit a "Higher Note" of impact with your culture, your relationships and your business model.

"Everything I do is so that I can help people and organizations go one step higher towards the ideal result that they desire", says Ann, "whether that is leading a strategic plan for an organization or promoting why it's good business to improve civility." Ann she is dedicated to assisting people and organizations in that journey. Some call this concept kaizen but she calls it 'hitting a higher note'.

Ann draws on her career spanning 30+ years in the rough-and-tumble media world and gives you the benefits of her Fortune 500 experience. Her real world perspective comes from executing high-stakes sales and marketing campaigns, to quickly learn what does and does not work. A sales professional for over 30 years, Ann has continued to hone her skills by receiving and delivering training in the latest issues and solutions facing nonprofit and for-profit businesses today.

A few career highlights:

- Building the Dallas Cowboys Radio Network sales operation from the ground up
- Selling and managing major 6 and 7 figure sales and marketing programs
- Certification as a Selling to Women Performance Coach & Facilitator
- Creation and facilitation of *Bottom Line*³ *Strategic Planning System*
- Launch of *By The Grace of Tea*, offering gourmet tea & opportunities for 'high note' conversations

Ann has worked with...such familiar names as: Honda Cars, The Hartford, National City Bank/PNC, State Farm and General Motors. In addition to her corporate work, Ann works extensively in the association and nonprofit sectors, providing coaching, training and consulting services: Boys and Girls Clubs, Drug Prevention Resource Inc., Dallas Holocaust Museum, The Stewpot and Allen Community Outreach. Member based organizations include: American Society of Association Executives (ASAE), Texas Society of Association Executives, the Texas Association of Home Care & Hospice and ADED-The Association for Driver Rehabilitation Specialists. Her work also includes consulting and training assignments for the Center for Nonprofit Management in Dallas and Austin Community College's Nonprofit Management Certification Program.

Recognition and Community Involvement

Ann currently leads the Nonprofit Group for the DFW Chapter of the American Marketing Association and is the VP/Marketing for the National Speakers Association/North Texas. She is the author of "Intentions at Work: Tips for Creating More Great Days" and has published articles in the ASAE's Association Now Magazine, TSAE's Association Leadership Magazine, Costco Connection and has been heard on various online and over the air radio stations, include PBS affiliate KERA in Dallas.