

# Alison Conners



Alison Conners is the owner and president of Renaissance Executive Forums of Virginia where she facilitates small group meetings for executives to brainstorm solutions, execute ideas and implement plans for controlled, intentional growth. Prior to owning REF, she was an award-winning sales and marketing executive building and leading nationwide teams to launch new divisions, find strategic differentiators, and rebrand product operations to respond to changing market needs. She uses her expertise in these areas while serving as a business development consultant to multi-million dollar companies. She has appeared with numerous national authors, travelled with Fran Drescher on a media tour of NYC for the Today Show and the View, and met with Congressmen Murtha and Kennedy on Capitol Hill. Through her experiences, she has acquired a unique perspective on the traditional 30 second business introduction.

In “*Ditch the Elevator Pitch*”, Alison will guide you to create an authentic and engaging way to have more meaningful conversations when asked the question, “What do you do?”