

## Keurig Cofounder Chris Stevens to Lead Design and Creation of Chiefofstaff.com's Sales Force

*Chiefofstaff.com is cloud-based enterprise Corporate Strategy Management software that helps CEOs and the C-Suite in complex organizations manage and implement strategic and operational plans.*

Hartford, Connecticut ([PRWEB](#)) December 12, 2016 -- [Chiefofstaff.com](#) is pleased to announce that Chris Stevens, Co-founder of Keurig Premium Coffee Systems and an investor member of the Chiefofstaff.com Advisory Board, has accepted the role of establishing and planning Chiefofstaff.com's global sales force. Chiefofstaff.com is a cutting-edge Enterprise Corporate Strategy Management (CSM) platform designed to [help CEOs and senior leaders in large, complex organizations manage and implement their strategic and operating plans.](#)

At Keurig, Stevens created the Keurig sales force and scaled it nationwide. In accepting his new role, Stevens said, "Chiefofstaff.com has been good enough to ask me to come build their international sales organization and I'm excited to do so." He added that, "back in the early days of Keurig we had a dream. Why do we brew coffee a pot at a time when we drink it a cup at a time? There had been no real innovation in the coffee industry since Joe DiMaggio and Mr. Coffee back in the '60s. We were solving problems. And that to me is the key of any product. Chiefofstaff.com solves the problem of CEOs not being able to have visibility, not getting the proper information that they need to make the right strategic decisions for their business."

Stevens notes that, "there are very few things that come along that you take a look at and say, that is a game changer. Chiefofstaff.com is a game changer in managing strategic plans. And the key to success as an entrepreneur is to find a large category where there is a void in a product or service such that if you can fill that void and work as hard as you can, you've created a masterpiece. We were able to do that at Keurig. We are going to do the same thing at chiefofstaff.com."

Bob Epner, Founder and CEO of Chiefofstaff.com, thanked Stevens for his leadership and support. "We are so excited to have someone of Chris Stevens' experience and caliber focusing on our efforts to scale our sales function. Chris was an early and generous advisor to our firm. His leadership in this new and critical role is invaluable at an exciting moment of growth and recognition for the company."

"Chris Stevens' experience as a successful global executive is perfectly suited for our product and our market. He brings invaluable insight at just the right time," said Dr. Lawrence Sullivan, Chairman of the Board of Advisors of Chiefofstaff.com and President of Chiefofstaff.com's nonprofit, religious, academic and healthcare (NRAH) business line.

Stevens believes there are, "three kinds of people and businesses in this world. Businesses that make things happen, businesses that watch things happen and businesses that wonder what happened. And with Chiefofstaff.com, CEOs are really able to make things happen."

Chris Stevens also serves on the faculty of the Mendoza College of Business at the University of Notre Dame. His expertise includes sales, marketing, entrepreneurship, corporate relations and general management. In addition to Keurig, Chris has worked for notable companies such as Procter & Gamble and Anheuser-Busch during his 38-year professional career, and has contributed to seven startups as an angel investor. He serves on

the boards of the ND Monogram Club, the Chicago Chamber of Commerce and ALS. He earned a BA in economics from Notre Dame and completed the Executive Education program at Columbia University.

#### About Chief of Staff, LLC

Chiefofstaff.com is cloud-based enterprise Corporate Strategy Management software that helps CEOs and the C-Suite in complex organizations manage and implement strategic and operational plans. Chiefofstaff.com helps CEOs to maintain a clear line of sight across all divisions and teams ensuring plan implementation remains on schedule. The platform's open communication fosters engagement within and across departments, teams and employees so everyone is on the same page. An integral part of the company's culture is its commitment to the community. Through its support of the David Arthur Foundation, Chiefofstaff.com aims to strengthen and build innovative communities to solve autism life cycle needs and other social problems. To learn more, visit <http://www.chiefofstaff.com>.



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