



Christine Clifford Beckwith, CSP

Humorist, Author, Professional Speaker
President/Chief Executive Officer
of The Cancer Club®

Her experience taught her how to market and sell products, services and herself. Now, **Christine Clifford Beckwith** shares that message with others. Christine Clifford Beckwith has definitely cracked the "glass ceiling". By age 40, she was Senior Executive Vice President for The SPAR Group, an international marketing services firm in New York.

As the top salesperson in the multi-billion dollar retail services industry for over eight years, Christine's accounts included Kmart, Toys 'R' Us, Walmart, AT&T, Mattel Toys, and Revlon. Taking her company from a million dollar per year loss to over \$54 million in sales, Christine signed the largest contract in the history of her industry with Procter & Gamble, doubling the size of her company overnight.

Diagnosed with breast cancer in December of '94, Christine went on to write five award-winning portrayals of her story in her books including her best-seller *Not Now...I'm Having a No Hair Day!* Her latest book which she co-authored with her husband Harry-- *You, Inc. The Art of Selling Yourself*--was released in March by Warner Books.

She has been featured in *Better Homes & Gardens*, *MORE* magazine, *SELF*, *American Health*, *Golf Digest*, *Worthwhile*, as well as *The Singapore Women's Weekly* and the *Hindu* in India. Christine appeared on *CNN Live* as "one of the world's leading authorities on the use of therapeutic humor."

Host of *The Christine Clifford Celebrity Golf Invitational*, a benefit for breast cancer research,

Christine's total contribution has been over \$1,000,000.

Christine received her **CSP** designation (Certified Speaking Professional) from the National Speakers Association. Less than 300 people hold the CSP, putting Christine in the top 7% of professional speakers worldwide.

She is married to speaker/author Harry Beckwith (*Selling the Invisible*) and between them, they have five boys: Tim, Brooks, Harry, Will & Cole; a daughter Cooper; a dog Skylar; and a cat Simone. Christine lives in Minneapolis, Minnesota.

Today Christine's company **The Cancer Club®** is the world's largest producer of humorous and helpful products for people with cancer. Ladies and gentlemen.....Christine Clifford Beckwith.