

Ann Ranson Biography

With many years of experience in business, and two TEDx Talks under her belt, Ann Ranson supports organizations that are doing important work and want to have serious impact.

If your organization wants to satisfy a deeper vision while remaining in harmony with the demands of the markets and society, Ann will guide you to a place of bolder purpose, greater success, and growth, for both the organization and the people who lead it.



Ann's overarching passion for business spans all the way from a fascination with market trends, down to her love of office supplies. While she's turned on by paper clips and graph paper, she more importantly loves processes. Creating them and then digging in to see what it will really take to implement them.

In addition to her own process for strategic planning, Bottom Line 3 Strategic Planning System, Ann is also a trained coach and facilitator. She works with individuals, small groups, and larger organizations to identify needs and design powerful solutions.

Ann gives you the benefit of her Fortune 500 experience in her career spanning 30+ years in the rough-and-tumble media world. Her real-world perspective comes from executing high-stakes sales and marketing campaigns, to quickly learn what does and does not work. And while many nonprofits and associations don't think of themselves as businesses, her big business experience has helped even the smallest nonprofit organization exceed their own expectations.

A few career highlights:

- Creation and facilitation of *Bottom Line 3 Strategic Planning System*
- Affiliation with Core Clarity, Inc. who helps people understand their unique strengths
- Sales & marketing executive in the local and national radio industry
- Certification as a Connection Practice and Selling to Women coach and facilitator
- Building the Dallas Cowboys Radio Network sales operation from the ground up
- Developer and manager of 6-7 figure marketing campaigns for major national companies

Ann has worked with organizations including such familiar names as: Honda Cars, PNC Bank, State Farm, and ATB Bank/Alberta. Nonprofits: VisitDallas, Salvation Army, American Cancer Society, Boys & Girls Clubs and Dallas Holocaust Museum. Associations: American Society of Association Executives (ASAE), DFW Association Executives, Dallas Press Club, Texas Society of Association Executives and the Texas Workforce Commission.

According to Clifton Strengths, Ann's are:

Empathy - Connectedness - Strategic - Maximizer - Relator