

Todd Benton, Consultant

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Purpose

Todd Benton is a consultant and coach who assists individuals and teams to thrive at work and in life.

Profile

For the past 15 years, Todd has led a variety of programs and consulting projects and has coached thousands of people in communication, teamwork and productivity. Todd has delivered programs and consulting to organizations such as Microsoft, Adobe Systems, PricewaterhouseCoopers and Guardian Life Insurance as well as smaller entrepreneurial organizations.

Prior to co-founding [Reality for a Change](#), Todd was the Director of Business Development for Mission Control Productivity, where he established new business with Boeing, Robert Half International and Wells Fargo, among others. Before Mission Control, Todd was Vice President of Business Development for Legacy Transformational Consulting, where he sold and delivered programs to companies such as Molson Coors and Corel Corporation.

In his previous career, Todd has more than a decade of public relations, marketing and media experience and a history of obtaining media coverage on CNN, CBS, ABC and in publications such as the New York Times, Los Angeles Times, and Business 2.0. Todd was Vice President of Envision Public Relations, handled media relations at the CBS Television Network and produced television and radio programs.

In addition to his work with clients, Todd is also Executive Director of [The Stream](#), a non-profit teaching and learning organization whose fundamental commitment is to support people to transcend short-term, me-based thinking and behaviors to help co-create the world we have always wanted.

Todd holds a bachelor's degree with honors in radio and television from San Francisco State University. He lives in San Diego with his wife Christine, and their two young boys, Aiden and Luke.

Detailed Work History

Co-Founder and Consultant, Reality for a Change (7/2010 – present)

- An integrative business consulting firm that helps individuals and teams to fulfill their potential

Founder and Consultant, Benton Consulting Group (4/2007 – present)

- Firm helps business owners, managers, teams and individuals to improve productivity, communication and teamwork

Director of Business Development, Mission Control Productivity, LLC (Stamford, CT – HQ) (5/2003 – 4/2007)

- Led efforts to acquire new business with our target companies – medium to large enterprise companies
- Established ongoing business with Wells Fargo, Adobe Systems, Robert Half International, Boeing
- Exceeded sales target by 100% in most recent quarter; top sales person at the company

Public Relations and Marketing Consultant, Benton Communications, San Diego (3/2001 – 5/2003)

Results: Press coverage includes CBS, ABC, *Los Angeles Times Magazine*, *New York Times Magazine*, *Architectural Digest*, *House and Garden*, *Wallpaper*, *Palm Springs Life*, *Metropolis*, *L.A. Daily News*, *Business 2.0*, *Training Magazine* and *Human Resource Executive*.

Account Manager, Strategy Associates, Foster City (Silicon Valley) (2000-3/2001)

- Management: Developed and implemented strategic public relations and marketing campaigns for high-tech clients. Managed multiple clients concurrently with budgets/invoicing in excess of \$750,000.
- Programs managed include media relations (print and broadcast), analyst relations, materials development, strategic positioning/messaging, speaking engagements, trade show support and news releases.
- Business Development: Prepare new business proposals and participated in client presentations.
- Leadership: Trained and mentored staff in public relations activities; developed staff training programs. Brought in outside reporters to educate staff.
- Clients: Client industries included B2B, e-commerce, IT outsourcing, food and beverage.
Results: Managed teams to meet or exceed promised client deliverables every month.

Vice President, Envision, Los Angeles (1998-2000)

- Created and implemented targeted national public relations and marketing campaigns.
- Managed client budgets and public relations/marketing plans.
- Developed, maintained and leveraged nationwide press contacts and spokesperson relationships to secure media coverage, press briefings and speaking opportunities.
- Co-designed and developed client branding and advertising campaigns, including overseeing art direction staff.
- Planned and managed corporate publicity events and trade show participation.
- Clients: Hansen's Natural Beverages, Govinda's Fitness Foods, Sunspots Productions (partial list).
Media placements: *CNN, ABC, CBS, Associated Press, Reuters, Los Angeles Times, Rolling Stone, Entrepreneur Magazine, Boston Herald, Philadelphia Inquirer and many others.*
Results: Secured 63% of new business

Media Relations, CBS Television Network, Los Angeles (1997-1998)

- Maintained heavy, daily media contact with the entertainment press in support of 13 publicists.
- Prepared press kits for National Print, Radio, Television and Online Media distribution.
- Prepared press materials for special events, such as CBS's press tour, 50th Anniversary and TCA annual conference.

Segment Producer, Good News Productions, Los Angeles (1993-1997)

- Co-founded TV production company to create inspiring news and information programs.
- Produced *Good News Moments* news magazine pilot, featuring the "Freedom Writers."

Marketing Representative, CBS Records/Sony Music, San Francisco (1990-1991)

- Generated heavy radio and in-store play to increase sales of current releases.
- Managed local tour support: Organized radio interviews/performances and in-store performances.

Education

Bachelor of Arts – Communications: Radio/Television, San Francisco State University, *Cum Laude*