

FOR IMMEDIATE RELEASE

TCU Alum Has Best Elevator Pitch in the USA

Chris Westfall has been recognized as the National 118 Elevator Pitch Champion

Dallas (February 24, 2011) - Selected from a nationwide pool of entrants, Chris Westfall was named the winner of the National 118 Elevator pitch contest. His victory was determined by popular vote, as well as the team of celebrity judges. His victory comes in large part from his experience at TCU – where he was recognized by the Neeley School as the MBA Communicator of the Year.

“Students are looking for ways to tell their story more effectively, and that was the basis for my elevator pitch: helping create student success”, said Chris Westfall. “TCU made a huge difference for me in my career and gave me the skills that helped me to win this prestigious award. In my seminars, workshops and one-on-one coaching, I hope to return that value to Neeley school staff, and students.”

Chris Westfall is also the recent recipient of the top teaching award from Southern Methodist University’s Business Leadership Center. He is an engaging speaker who focuses on creating competitive advantage in sales leadership, personal branding and team dynamics.

Sponsored by Jeffrey Hayzlett, former CMO at Kodak, star of “*The Apprentice*” and author of “*The Mirror Test*”, this 118 Elevator Pitch contest recognized the top storytellers who could create a compelling story in 118 seconds or less.

About Chris Westfall

Chris Westfall is the President of Westfall and Associates, LLC. He is a professional development coach, spokesperson and writer, specializing in maximizing value for companies and individuals. As a consultant, he regularly offers seminars and instruction to top-tier MBA programs such as the Neeley School, and has lectured at UNT, SMU, Oklahoma State, and Texas A&M (among other colleges). Chris also owns a Dallas-based video production company, Your Online Video, Inc.