



## Chris Berry

***Chris Berry is an independent Consultant with NAVIX exit planning network.***

Chris is the CEO of Business Route, which empowers business owners to accelerate the growth, profitability and value of their company. Leveraging Business Route's talent and resources, with that of its trusted "Best in Class Network," business owners succeed at an unparalleled value.

Business Route simultaneously models roadmaps for optimal performance of the business and most successful exit strategy for the business owner. This proprietary and disciplined approach, empowers business owners to fully capitalize on the growth and profitability of the company, short and long term. Additionally, business owner(s) are positioned for maximum financial and personal reward.

Business Route first analyzes the many facets of the business from different angles engaging in a comprehensive understanding of what it does, aligning business processes with organizational and market driven needs. In collaboration with the business leadership, well defined action plans and benchmarks are established for immediate and long-term optimization. Execution of the plan is then supported by Business Route and its trusted "Best in Class Network" and is made available to the business owner.

For more than 37 years of his business career, Chris has been developing his expertise as a Business Owner, Entrepreneur, CEO, COO, Regional Manager, Division Manager and Consultant in many diverse industries, servicing small companies to Fortune 100. He has experienced the entire business lifecycle, building startups from the ground up through successful exits. Chris has a Masters in Leadership and a Masters in Marketing from Webster University.

Dream For a Day, a nonprofit 501(c)(3) charity, enabled Chris to make a difference in underprivileged and disadvantaged children's lives. As Founder and CEO for 19 years with the support of family, friends and volunteers, Dream For a Day established and executed planned events for over 34,000 children.

Most importantly to Chris however, is the treasure of his beautiful family including a lovely wife, four incredible children, and many siblings, nieces and nephews. Family, friends and relationships are the cornerstones of his life, fueling his motivation for improving the world.

