

# CHRISTINE DEROHANNESIAN

New York Metropolitan Area | South Florida

Chief of Staff | Executive Operations | Strategic Growth Operator

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## EXECUTIVE SUMMARY

Chief of Staff and executive operations leader serving as trusted right hand to founders and CEOs across real estate, proptech, SaaS, retail, and growth-stage ventures. Experienced in building operational cadence, leading cross-functional execution, managing investor and board communications, and translating strategy into disciplined execution. Known for bringing structure to ambiguity, protecting executive focus, and accelerating momentum in fast-scaling environments.

## CORE EXPERTISE

Executive Operations & CEO Partnership  
Quarterly & Strategic Planning  
Board & Investor Communications  
Cross-Functional Alignment  
Operational Infrastructure & Process Design  
Legal & External Partner Coordination  
Growth Strategy & Market Expansion  
Special Projects & High-Impact Initiatives

## PROFESSIONAL EXPERIENCE

### DASMEN RESIDENTIAL

SVP, Strategic Initiatives | Executive Partner to Founder, Michael Katz

2021 – Present

- Serve as executive partner overseeing multi-subsidiary real estate portfolio operations
- Orchestrate leadership cadence including weekly operating reviews and strategic planning rhythms
- Drive cross-functional alignment across operations, asset management, and capital projects
- Implemented operational infrastructure improving team efficiency by 67%
- Lead portfolio-wide CAPEX planning and execution
- Represent CEO in investor, lender, and municipal engagements
- Played key role in refinancing initiatives and asset stabilization strategies
- Identify bottlenecks and resolve ownership gaps across leadership teams

### RETURNQUEEN

Chief of Staff to Founder & CEO, Michael Katz

2024

- Acted as CEO's force multiplier during rapid growth phase
- Built executive operating cadence and accountability systems
- Coordinated cross-department initiatives across product, operations, and growth
- Stabilized operations and filled critical leadership gaps during scaling
- Streamlined workflows to improve clarity and execution speed
- Supported investor communications and strategic roadmap alignment

## **APPWORK**

SVP, Growth | Executive Partner to Founder, Michael Katz and CEO, Sean Landsberg  
2023 – 2024

- Led startup scaling strategy and executive roadmap development
- Increased market share 38% through partnership expansion
- Designed analytics frameworks for executive decision-making
- Built structured collaboration systems across sales, product, and operations
- Managed executive communications, PR, and brand positioning initiatives
- Enhanced team engagement and cross-functional productivity

## **RED VANILLA / RED VANILLA HOME**

Chief Business Advisor | Chief of Staff to Founder, Brian Blake  
2017 – 2021

- Developed CEO roadmap and strategic growth plan
- Reorganized company structure to improve operational efficiency
- Led rebrand and enhanced PR visibility
- Directed global showroom and trade show execution
- Managed founder's business and personal real estate portfolio
- Built and maintained key strategic partnerships

## **FROZEN ROPES**

Chief Business Advisor | Chief of Staff to Founder, Tony Abbatine  
2016 – 2021

- Led 33% year-over-year growth initiatives
- Standardized franchise operations and rebranded company platform
- Liaison to investors, franchise leads, and corporate partners
- Directed national PR initiatives and executive book launch

## **CAESARS ENTERTAINMENT INC.**

Strategic Advisor | Executive Partner to CEO, Gary Loveman & GM, Darold Londo  
2014 – 2016

- Developed tourism strategy for New York casino application
- Secured 850+ local sourcing contracts
- Established and led New York office
- Directed public affairs, media coverage, and community relations

## **BUMBLE-FLY**

Founder & Operator  
2011 – 2019

- Built and operated multi-storefront cultural and retail center and Bumble-Fly Cafe
- Bolstered economic engagement and increased loyalty 27% year-over-year
- Launched regional business expos with 200+ vendors, 4,000 attendees
- Recruited sponsors and secured regional media coverage
- Led community partnership development and cross-sector collaboration

## **EARLY CAREER – RETAIL LEADERSHIP**

Director, Visual Merchandising  
MIKASA | The Sak  
1994-2005

- Directed visual merchandising and branding strategy across 170+ locations
- Advanced store ranking from #5 to #3 nationally
- Led national store openings and growth initiatives during 143% expansion
- Managed regional leadership teams and showrooms, with trade show execution

## **AFFILIATIONS**

President, Woodbury Chamber of Commerce (2016–2020)  
Spearheaded 300% membership growth and community economic initiatives