



*“The selling landscape today is about gaining customer loyalty. You do that by focusing on your customers every step of the way. The payoff is extraordinary performance and sales results.”* - Mary Ann Costello

Mary Ann Costello is a Critical Path Strategies partner. Her extensive background in consulting, sales, strategic marketing, management, and executive leadership roles provides a wealth of knowledge and experience for CPS.

Since 1995, Mary Ann has provided expertise in developing world-class collaborative teams for CPS clients. Her highly successful 30-plus-year career includes experience in sales, software marketing, business process re-engineering, information systems development, and management. In addition, she has set up marketing organizations for a major energy company and a high-technology company.

In her sales executive capacity, Mary Ann was responsible for setting the information systems priorities for an international field sales force and for the implementation of a worldwide sales support system. Mary Ann's focus on applications/solution selling resulted in revenue growth of 150 percent. She led several industry groups, setting strategies, educating field sales, and listening to customer's business requirements. Her industries experienced explosive growth during her leadership. She also directed many worldwide customer events.

Mary Ann is a recognized sales leader of change. She developed a series of sales training modules using expert systems that saved millions of dollars and produced a sales force with a stronger set of skills. She also was involved with curriculum development for sales including business simulations and industry skills development. Prior to accepting her sales executive challenge, Mary Ann held various field sales and sales management positions and taught sales training. She has been honored with public speaking engagements in Japan, France, Hong Kong, and England.

A graduate of Ithaca College with a bachelor of arts degree in math and physics, Mary Ann was honored in 1992 by her alma mater with an appointment to their board of trustees.

Mary Ann and her husband Tom reside in Naples, Florida and have four children and six grandchildren. Mary Ann's personal interests include alternative healthcare, travel, and a family-owned winery and vineyard in Kenwood, California.

