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How I Add Value

My leadership style consistently delivers meaningful, high-achieving results and momentum. My approach naturally works with and through people, fostering environments of accountability through encouragement and positive belief. I'm recognized as a vibrant, engaging, and compelling communicator with a unique ability to encourage, influence, and inspire. Those who know me best describe me as genuine, savvy, and intentionally thoughtful.

My leadership journey began on Bar 33, my family's cattle ranch in western North Dakota. The grounding influence of my rural upbringing instilled in me a set of deeply rooted values anchored in faith, personal integrity, excellence, and daily purpose. These values continue to shape my everyday attitude and mindset, setting me apart and adding distinct credibility to my style and approach.

My unique and personalized approach to business, leadership, and life extends to my resume design. Thank you for reviewing my background to discern how I can add value to your organization's initiatives.

Where I've Been

- *Hospitality:* I attended North Dakota State University (NDSU) after graduating high school, earning a Bachelor of Science in Business and Hospitality Management. My various roles in the hospitality field led me to understand the importance of consistently adding value to the lives around you. To create "raving fans" by being genuinely aware of others and taking the initiative to make a positive impact on people in a sincere and delightfully refreshing fashion! This approach equipped me to recruit and retain high-quality staff, enabling our properties to perform successfully at high occupancy rates and obtain recurring business relationships.
 - o *Roles + Industry Involvement:*
 - Tharaldson Lodging – Manager-In-Training to General Manager (1996-1998)
 - Choice Hotels – Sales Manager (1998 – 1999)
 - Marriott Corporation – Sales Manager (1999-2000)
 - Hospitality Sales & Marketing Association (HSMAI) – President

- *Chamber of Commerce:* My roles in the hospitality field were highly visible, which led me to the Chamber of Commerce industry. This was pivotal for my growth. Early in my career, it taught me to engage with all levels of leadership – from corporate CEO to Non-Profit Executives to Small Business Owner and value each role and voice. I led the membership experience, from recruiting to involvement to retention. Learning the skillset to “be interested, not interesting” provided relevant insight to design unique and effective membership models that shifted the industry’s typical approach, eventually becoming nationwide initiatives for which I was the spokesperson. Leading the force to disrupt the “typical” led to higher retention rates, producing more significant revenue generation and elevated levels of member engagement.
 - o *Roles + Industry Involvement:*
 - Minneapolis Regional Chamber of Commerce – Membership Director (2000 -2005)
 - Association of Chamber of Commerce Executives (ACCE) Membership Advisory Board
 - National Association of Membership Directors (NAMD) Communications Committee
 - Minnesota Council of Chamber Executives (MCCE) Membership Committee

- *Financial Services:* My keen ability to design big-picture growth initiatives that honor and bring into focus what clients care about led me into the financial services industry. My leadership was recruited to build relevant, high-touch strategies that fostered advisor, client, and partnership growth and trust initiatives on various levels. The turn-key platforms delivered regional success and were eventually replicated throughout the country. Implementing these platforms strengthened key relationships, significantly increasing recruitment, retention, and revenue results.
 - o *Roles*
 - Principal Financial Group – Associate Managing Director (2005 – 2015)
 - Bell Bank – Vice President of Market Development, Wealth Management (2015 – 2015)
 - The BWC [Business Women’s Circle] – Peer Group Coach

- *Leadership Development:* In 2015, I embarked on a personal journey, drawing from my tapestry of business, leadership, and life experiences to launch bar 33 leadership. This venture was inspired by a lifelong dream and the grounding influence of my faith and rural roots. Today, I passionately design + deliver a collection of unique and thought-provoking resources that empower leaders to intentionally enrich the quality of their influence by growing personally and recognizing its profound impact on their everyday leadership style, attitude, and approach.
 - o *Roles + Certifications:*
 - bar 33 leadership – Founder (2015 – Current)
 - University of St. Thomas – Peer Group Coach
 - Maxwell Leadership – Certified Speaker + Coach
 - DISC Behavioral Assessments – Certified Consultant + Coach
 - Enhancement Trainings: Positive + Performance Psychology + Neuroscience + Emotional Intelligence