

# Christina Maffatt

SPEAKER | OWNER | DREAMER



## ABOUT ME

Christina is a passionate business professional with a track record of developing strategic initiatives that positively impact businesses, communities, and people. She has exceptional experience in developing client services that support the diverse needs of small to midsize businesses and proven track record of how big businesses work to serve small business clients. She is a tireless promoter and advocate of programs and initiatives that drive organizational growth, leadership development, and positive workplace cultures of diversity and inclusion. She is a respected and trusted business partner and consultant to executive leaders and business owners.

A graduate of DMACC, Iowa State University and University of Toledo CBA Program, Christina did not only own and operate her small business she also served as the Regional Director of the Mid Iowa Small Business Development Center, Director of Small Business Resources for the Greater Des Moines Partnership, Business Development Officer for Purpose Bank and currently serves as a Customer Growth Strategist for Small to Midsize Business in the financial industry for a Fortune 500 company. She also devotes her time and talents to many local boards. Christina has won several awards for her business including appearing on Food Network's Cupcake Wars.



## SUGGESTED SPEAKING TOPICS

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- The top four short cuts every business should avoid.
- How to charge more for what you do by standing up for what you do.
- Transitioning from subject matter expert to business owner.
- How to give your product a personality.
- Strategies to look beyond your produce and incorporate your personality.
- How to create a long-term strategy that builds on the success of a simple idea.
- How to turn difficult moment into transformational experiences.
- The four pitfalls of doing it all yourself.
- Creating customers for life with her product and training checklist.
- Cultivating opportunities that lead to growth.
- How to get over the "one-employee-hump."
- Strategies to release the process without losing control.
- The situations you need to say no.
- How to balance the needs of her family with her thriving business.

## TALK 01: THE SWEET LIFE

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As Christina celebrated her premier on the Food Network's Cupcake Wars with a gathering of friends and family, she was also facing one of the most challenging moments of her life. Only five years before, she had hired her mother as her first employee and only seven months into her business, scored a 1000-cupcake event that transformed her business and allowed her to expand into her unique dream, a dessert bar and lounge. She consistently accumulated awards and accolades and was asked to film an episode of Cupcake Wars. Through multiple tragedies Christina's business survived and thrived including surviving years through Covid.



## TALK 02: BUILDING A SWEET TEAM

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Christina abandoned a thriving corporate career to dedicate herself to baking. In spite of her self-described driven and perfectionist personality, Christina focused on expanding her team to match her dreams. With the help of her mother and several friends, Christina transitioned from an exhausted one-man show in a home operation to a commercial kitchen and her first employees. She learned how to work on the business with her team and create a lasting team with longevity. Creating this team left her space to give back through helping other businesses navigate tough situations, growth and survive impacts of the pandemic.



## TALK 03: THE RIGHT RECIPE FOR SUCCESS

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When Christina founded Crème Cupcake + Dessert in 2010, she was a marketing and management businesswoman without a culinary degree. She took a special recipe, some unique flavor combinations and the enthusiastic support of her friends and family and transformed it into a thriving business creating the most popular cupcakes and desserts in Des Moines. Christina created a sellable business even after the pandemic. Christina shares stories and strategies —how to transform a skill and product into a marketable idea and break out of the pack. She guides audiences through a new way to look at growth strategy with her own personal examples of how it works.

