

CHRIS CICCHINELLI

CEO and President



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In 2000, Chris Cicchinelli joined his mother’s (Patty Brisben) company, to assist her with the formidable task of developing longer term brand marketing and business development strategies. Since then, Pure Romance, LLC has experienced explosive growth, including a remarkable expansion from 300 Consultants to today’s 100,000 throughout the U.S., Canada, Puerto Rico, South Africa and Australia. Over the last 12 years, with Chris at the helm, Pure Romance has transformed from a small “mother and son” business started in a basement, into a multi-million dollar international corporation and leader in the global direct selling industry.

Chris’ business acumen, personal enthusiasm and strategic vision quickly set the trajectory for success that continues to this very day. In his capacity as CEO and President of Pure Romance, he oversees all day-to-day business operations including sales, marketing, product development and distribution. Additionally, Chris is a potent force in continuously motivating the company’s 100+ employees and keeping them narrow- focused on his mother’s vision of empowering women everywhere and shedding light on the issues most important to them.

And when Chris isn’t commanding the organization from its Loveland, Ohio headquarters, he is on the road approximately 268 days a year. From city to city, he shares the Pure Romance message and opportunity with women from all walks of life. Using the personal touch instilled by his mother, he makes sure that each Consultant can realize her personal goals and become a proud part of the “Pure Romance Family.”

According to Chris, his innate leadership abilities were developed not in the boardroom, but on the football field. While attending Mount Union College, he was a defensive back who led his Purple Raiders to two national titles. He instinctively approaches the management of Pure Romance’s close-knit staff and extraordinary Consultants as a similar kind of team. And, like any successful coach, he firmly believes that it is his responsibility to identify the best and support the brightest talent so they can achieve their highest possible levels of success and achievement. Touchdown!

Chris is married to Jessica Cicchinelli, and they have three beautiful children.