

CRYSTAL ALLEN DALLAS, IOM

Chief Creative Strategist/Owner

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Crystal serves as the Chief Creative Strategist for Excel Business Concepts LLC (EBC). The business development firm provides integrated marketing specialties such as public relations, marketing and brand development to individuals, small businesses, non-profits and corporations. She is innovative and dedicated to the pursuit of excellence in all her endeavors and serves as an inspiration ambassador to her clients.

Prior to starting EBC, Crystal served as the vice president of Membership Development for the Greater Shreveport Chamber of Commerce, a five-star accredited chamber. In this position, she revamped the corporate membership giving program which resulted in new revenue streams for the organization. She also was the founding director of the Northwest Louisiana Volunteer Center housed by United Way of Northwest Louisiana helping to create a pathway for volunteers to be connected with non-profits across the region. Crystal dually served as a senior campaign coordinator raising more than \$2.8M for the organization during her tenure. She has worked in the corporate sector as a government/community affairs specialist for hospitality giant Pinnacle Entertainment, Inc. work that she found to be most rewarding by being able to give back to local communities.

Crystal is a sought after speaker and instructor. She believes in giving back to her community and has served on several boards with various organizations ranging from arts and culture to human service to include the U.S. Chamber Foundation's Institute for Organization Management West Board of Regents, Fuller Center for Housing of Northwest Louisiana, Girls Scouts of Louisiana— Pines to the Gulf, Shreveport Mayor's Women's Commission, Junior League of Shreveport-Bossier, Junior League of Jackson, and Junior League of St. Louis. She has been honored with the Shreveport-Bossier Convention and Tourism Volunteer Award.

In her spare time, she enjoys traveling, learning new things, and spending time with her husband and toddler son. She and her family reside in the St. Louis Metro area.

Professional Affiliations (past and present):

Association for Fundraising Professionals (AFP)

Greater Shreveport Chamber of Commercial Young Professionals

FOCUS St. Louis Leadership Program

Louisiana Association of Non-profit Organizations Community Leaders Program