



Christopher P. Ramey

Chris Ramey, Floor Covering Institute Faculty Member, is President and Founder of Affluent Insights and Chairman of the The Luxury Marketing Council Florida and a faculty member of the Floor Covering Institute.

Affluent Insights is an international business development, marketing, communications and public speaking research consultancy specializing in helping companies penetrate the luxury market. The Luxury Marketing Council Florida is a think tank and greenhouse for marketers focused on selling to the affluent.

Ramey consults daily with the finest luxury brands in the world. This, coupled with his 30 years of experience in floor coverings industry, provides a unique perspective for retailers and manufacturers in the floor coverings and home furnishings markets. Ramey offers sales, service and merchandising training in addition to moderating focus groups. As a key note speaker and consultant, Ramey dissects the marketplace and eliminates misconceptions to ensure his clients know how to focus on who to serve and how to do so. His keynote speeches, seminars and workshops are light-hearted, fast-paced yet deadly serious.

Ramey writes a column for Floor Covering Weekly entitled "Strategic Insights" and Greentree Gazette, a business based publication for academia. He sits on the Advisory Committee of Aventura Magazine (www.aventuramagazine.com) and on the Executive Committee of New York City based Luxury Marketing Council (www.luxurycouncil.com). He is also member of Retail Wire's "Brain Trust" (www.retailwire.com).

Ramey is past-president of International Design Guild, a 100 showroom chain of decorative floor coverings and past-president of Savvi Formalwear a 200 plus store chain of men's formal wear and apparel. He's served on a national committee for ASID, on the executive committee of the World Floor Covering Association and the American Floorcovering Association. He started his career in carpet and rug departments at Macy's in their executive management training program.

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