

# RON CHAILLE

*Executive | Visionary Leader*



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## EXECUTIVE SUMMARY

*Visionary executive leader with 20+ years of experience driving destination marketing, economic vitality, community engagement, and organizational leadership. Proven success shaping public-facing initiatives, strengthening partnerships, and delivering transformative strategies that elevate brand identity, community vibrancy, and overall urban experience. Adept at navigating complex stakeholder environments, overseeing operations, strategic development, and championing inclusive growth.*

## CHICAGO LOOP LEADERSHIP & CIVIC IMPACT

- Board Member, CLA— support strategy for economic vitality, cultural programming, and urban experience
- Vice Chair, Residential Committee— lead engagement with businesses, city agencies, CPD, and aldermanic offices
- Support fundraising efforts by cultivating strong relationships with business leaders, foundations, cultural institutions, and civic stakeholders to advance CLA initiatives and programs
- Advocate for inclusive placemaking, public-space activation, and modernization across the Loop
- Active collaborator with city officials and civic partners to improve safety, streetscapes, and community experience

## EXECUTIVE LEADERSHIP EXPERIENCE

### ARCH ADVERTISING

*Co-Founder & Executive Director (2012 – 2025)*

- Built and led a full-service agency for global hospitality, tourism, and destination brands. Oversaw operations, strategy, talent, and client partnerships
- 19-year partnership with Hyatt, launching World of Hyatt and supporting growth from 212 to 1,300+ hotels worldwide
- Directed cross-functional teams delivering integrated campaigns, brand identity, placemaking, and public-facing creative across global markets
- Managed multimillion-dollar initiatives, sponsorship activation, and long-term growth strategies
- Strengthened organizational culture, talent development, and operational systems for sustained performance
- Client strategy for hospitality, travel, nonprofit, and retail sectors

### HYATT PROJECT HIGHLIGHTS

- Led creative and strategic rollout of Hyatt Place, contributing to 100+ hotel openings
- Oversaw Hyatt/Chase credit card launch across digital, direct mail, and in-hotel channels
- Unified 29 Hyatt brands under an aligned identity framework, improving global consistency and marketing efficiency
- Partnered with regional and global Hyatt teams on tourism campaigns supporting major international markets

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## EXECUTIVE LEADERSHIP EXPERIENCE

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### EDEL PARTNERS COMMUNICATIONS

*Vice President 2005 - 2012*

- Directed large-scale marketing campaigns, sponsorship programs, and market expansion efforts
- Oversaw multimillion-dollar budgets, cross-functional teams, and client partnerships
- Strengthened organizational culture, talent development, and operational systems for sustained performance
- Built relationships across Chicago to support the growth of the company

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## COMMUNITY & ORGANIZATIONAL LEADERSHIP

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### METROPOLIS CONDOMINIUM ASSOCIATION

*President / 2022 - present | Secretary / 2012 - 2022*

- Lead operations, financial oversight, and strategic planning for a 169-unit high-rise in the Loop
- Manage capital improvements, modernization initiatives, vendor contracts, and long-term budgeting
- Collaborate with aldermen, CPD, inspectors, and service providers to address safety and infrastructure
- Established a Beautification Commission to advance modernization and community engagement

### CHICAGO

*Loop Advocate / 2006 - present*

- Board of Directors, Chicago Loop Alliance
- Longstanding Member & Vice Chair, Residential Committee, Chicago Loop Alliance
- LGBTQIA+ Advocate & Community Supporter
- Contributor to multiple nonprofit marketing and creative initiatives across Chicago

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## TECHNICAL AND LEADERSHIP SKILLS

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Strategic Planning • Destination Marketing • Public-Space Activation • Brand Strategy • Stakeholder Engagement  
Organizational Leadership • Board Governance • Contract Negotiation • Crisis Management • Adobe Creative Suite  
Microsoft 365 • HTML • Budget Oversight • Civic & Government Relations • Project Management • SEO/SEM

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## EDUCATION

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### BACHELORS COMMUNICATION ARTS: ADVERTISING

*Xavier University / Cincinnati / Ohio*