

## Christopher P. Ramey

### Biography



Chris Ramey is one of America's foremost authorities on marketing and selling to the affluent with over 30 years in the floor covering industry as the platform. He is president of [Affluent Insights](#) and chairman of [The Luxury Marketing Council Florida](#). Affluent Insights is a business development, marketing communications, sales training and public speaking consultancy specializing in helping companies penetrate the luxury market. The Luxury Marketing Council is a marketing agency that acts as a global think tank, creator of collaborations and intelligence source for executives and brands that target affluent consumers across all categories. Ramey's clients include the finest brands in the yachting, hospitality, retail, aviation, housing, etc industries.

Ramey is a professional speaker and a member of [National Speaker's Association](#). He publishes the *Ramey Retail Report*, and writes a column for [Floor Covering Weekly](#). Ramey sits on [RetailWire's Brain Trust](#) and the New York City based [Luxury Marketing Council](#) Executive Committee. He works closely with private equity groups and hedge funds that invest in the floor covering industry and he has earned that industry's highest appellation.

Ramey's retail experience includes past president, [International Design Guild](#); the world's largest chain of decorative floor coverings with 100+ showrooms, SVP with [CCA Global Partners](#), and owner of his own floor covering retail stores. He started his career at Macy's highly regarded *Executive Management Training Program* in their floor covering departments.

Ramey was raised in Pittsburgh, Pennsylvania and resides in Miami, Florida.

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