

# About Claire P. Caldwell

Claire is the founder of C&C Y Business & Marketing Services, where she helps hospitality leaders, sales teams, and small business owners communicate with more clarity, confidence, and heart through the practical integration of DiSC and Emotional Intelligence. She focuses on turning behavioral insight into real-world action, so teams don't just "learn a model," they change how they show up in conversations, relationships, and results.

Claire understands the pressure of quotas, the nuance of client relationships, and what it takes to consistently meet and exceed goals. Her services include DiSC-based workshops, Emotional Intelligence integration coaching, hospitality sales and service training, and consulting on human-first communication strategies for teams and leaders.

Her sweet spot is working with hospitality and service-oriented organizations that are tired of surface-level training and are ready to address the real dynamics between sales, operations, and leadership. Claire offers a full range of support: DiSC assessments and debriefs, EI integration programs, leadership development sessions, and tailored consulting to embed these tools into everyday workflows and guest experiences.

Claire's superpower is making complex people-dynamics simple, actionable, and immediately usable. She has a knack for reading the room, naming what others feel but can't quite articulate, and turning insight into clear next steps.

Truth be told, she's still intentionally developing her craft as an inspiring speaker, working her way to bigger stages while sharing her expertise in DiSC and Emotional Intelligence with growing audiences.

As one client put it, "Claire delivers information in a way that's concise, informative, and transformational, ready for implementation right away. Listening to her speak is always time well spent!" Diane Najm, Small Business Owner.

## Education:

- Master of Science in Leadership – Benedictine University 2015
- Bachelor's degree (B.B.A. Baruch College)
- Ongoing professional development in sales, hospitality leadership, DiSC, and Emotional Intelligence