



# AMERICAN MARKET ALCHEMIST

Helping European entrepreneurs become more valuable, influential, and well-connected in the American market

**Christina  
Rebuffet-Broadus**  
AMERICAN MARKET  
ALCHEMIST

# COMMITTED TO THE SUCCESS OF EUROPEAN ENTREPRENEURS IN THE AMERICAN MARKET

OSCI

LES ACCÉLÉRATEURS  
DU DÉVELOPPEMENT  
INTERNATIONAL

PROUD MEMBER



**MINALOGIC**  
Auvergne-Rhône-Alpes



european american  
chamber of commerce

**BIG**  
**BOOSTER**  
INTERNATIONAL STARTUPS  
ACCELERATION PROGRAM

# WHO WE HELP

We equip European entrepreneurs, scale-ups, and SMEs to thrive in the US market by providing a comprehensive strategy for client acquisition, brand authority, and relationship-building.

By developing crystal-clear positioning, compelling pitches, and an influential digital presence, we help you attract high-value American clients & investors with confidence.

With our support, you'll not only expand your reach but also accelerate client conversions, increase revenue, and establish yourself as the go-to expert in your field, in the eyes of your American prospects.

# OUR PROGRAMS

Our programs are designed to accompany at each stage of your development in the American market, from getting your Business English up to speed, to building your online influence towards American audiences, pitching clients & investors, and working across borders with your new American colleagues.

# 1. SPEAK & LEAD

Before you do business in English, you need to be confident in English.

That's what the program Speak & Lead is designed to help you do.

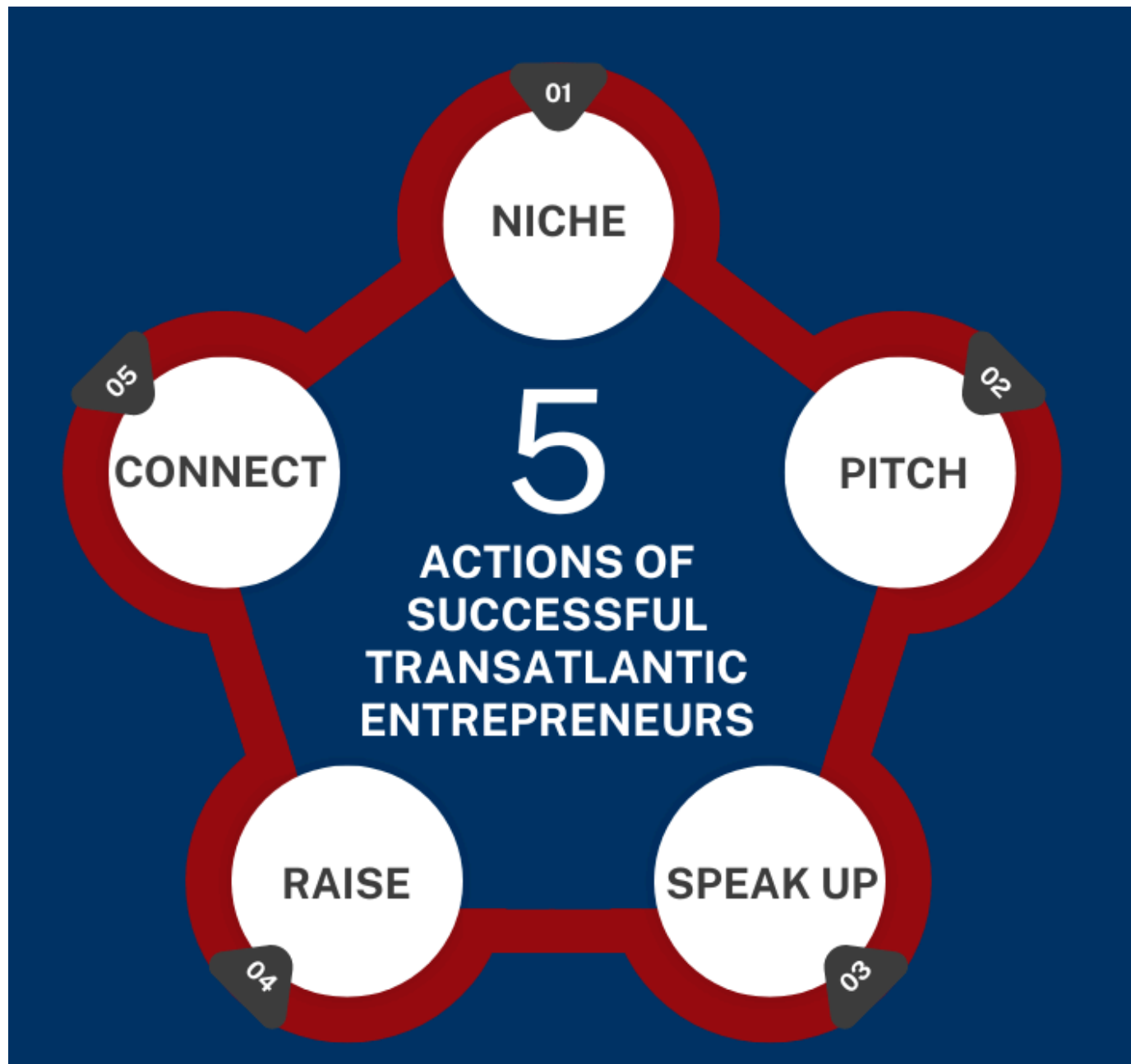
Combining laser-focused private coaching with intensive speaking practice, we can make your teams operational in their most important tasks in English in just 3-6 months.

## 2. AMERICAN CLIENT MAGNET

My self-study course that teaches you to calibrate your LinkedIn activity for maximum American client appeal, and master the language and practices of social selling to American clients.

This program is for entrepreneurs who want to begin building a virtual presence to attract and begin engaging with American contacts, for example, before a big event in the U.S.

# 3. TRANSATLANTIC ENTREPRENEUR



Our signature program:

A 12-month collaboration for entrepreneurs who already have a foot in the U.S. market. We train you in key strategies to increase your value, influence, and connections with your American prospects.

Without a focused strategy for attracting U.S. clients, you risk losing out on potential revenue, growth, and long-term stability.

We help you avoid these pitfalls, with a proven strategy to stand out, convert more clients, and secure your position as a key player in the U.S. market.

# 4. THE MIDAS PITCH

A short coaching program that gives the golden touch to your pitch presentations, to captivate investors and turn venture conversations into valuable funding opportunities, thanks to strategies honed for the U.S. investment landscape.

This program is for entrepreneurs and founders looking to raise funds with American investors to launch or scale their growth thanks to American capital.



# 5. CROSS-CULTURE COLLABORATION

For companies who have a foothold in the U.S. (remote or on-site), this program helps your European teams and American teams work better together, understand each other's differences, and eliminate any cross-cultural tensions that are a natural part of doing business across borders.

We can cover the most important differences and how to manage them, and / or define the situations where you have the biggest problems and focus on those.

# ABOUT ME

**Hi, I'm Christina Rebuffet-Broadus** and I've always been fascinated by different cultures and languages.

That's why I left my home state of Mississippi to move to France.

During my 1st 10 years in France, I worked with various companies helping them go international by mastering the intricacies and nuances of doing business in English on an international scale.

Then, in 2015, I decided to strike out on my own and set up my own business. Creating your own path to success is in the American DNA.

Even though I didn't know much about entrepreneurship in France, I wanted to see if I could make it. You'll never know if you don't try, right? Well, I've been going strong ever since, even building up a team of 16 collaborators in 9 countries!

I know what it's like to develop a business in a culture that's different from your own. To learn the language, the codes and the practices needed to successfully navigate a foreign market.

I made plenty of mistakes along the way, simply because I didn't understand the "rules of the game". Now, I want to help others learn the rules of the US game, and make it big there.

Today, I see myself as your "enabler" for the American market, creating a bridge to your success, waiting on the other side of the Atlantic.



# MY WHY

In the 20 years I've been supporting European companies, I've noticed a major challenge: They fail to capitalize on business opportunities in the USA, largely because they don't understand American buyer psychology, business practices, and communication strategies.

That's why I developed American Market Alchemist.

We go beyond intercultural communication with a unique blend of social selling, intercultural business relations, LinkedIn strategy, and U.S.-facing sales & marketing.

This approach is based on my experience with more than 1000 companies. It is tailored for European entrepreneurs, startup and SMEs who know their exponential growth lies on the other side of the Atlantic.

I've seen that in Europe, you have entrepreneurs and ideas of the highest caliber of excellence, with concepts capable of changing the world.

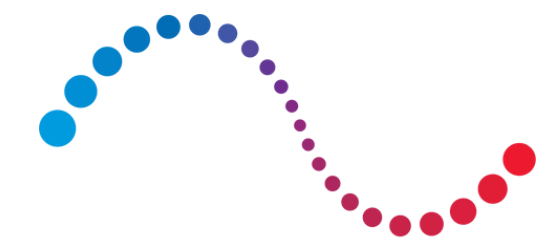
My goal is to open the doors to the American market, to bridge the gap between European excellence and American audacity (and money), so you find success on the scale you deserve.

# QUALIFICATIONS

- Founder of Business English with Christina & American Market Alchemist (16 collaborators in 9 countries), since 2015
- Podcaster: The American Market Alchemist Podcast and The English Conversation Club Podcast
- Certified coach: Neurolanguage Coaching® since 2019
- Certified coach: Mental Preparation for Athletes since 2021
- American, based in Grenoble since 2004
- Member of the European-American Chamber of Commerce
- Member of the federation of Operators Specialized in International Commerce
- Member of Minalogic, Global Innovation Cluster for Digital Technologies
- Winner of the Envi Grand Prix des Indépendants, 2023
- 4x marathoner et 2x Oxfam Trailwalker finisher (100km walk in 30 hours, for charity)

# TRUSTED REFERENCES

## Med & BioTech



**ResMed**



**Medytec**



HUMABS BioMed  
a subsidiary of Vir Biotechnology

**CAPSIX**  
ROBOTICS



**LYONBIOPOLE**  
AUVERGNE-RHÔNE-ALPES

## SaaS & Tech

**HubSpot**

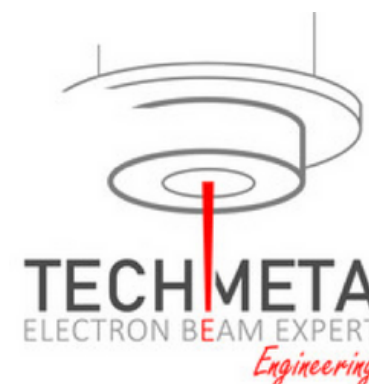
DATA **D**OME

**LinkSium**

technology transfer & startup building  
Grenoble Alpes



**TELEDYNE e2V**  
Everywhere you look™



## Sport & Lifestyle

**{MOUSTACHE**  
BIKES

*Ceremonize*

EXTRAORDINARY CELEBRATIONS | EXPERTLY PLANNED

**NAOS**



*Cartier*

**Dior**

# Client Success Story

Christina helped us improve our sales videos aimed at American engineers. After our collaboration, we received positive feedback from our potential American customers on the quality and interest of our creations.

Even better, we've had more sales meetings, thanks to the higher-quality sales videos we now produce to generate interest among our American prospects. Our team has quadrupled our production thanks to this collaboration.

[Read the full case study here](#)



**Nicolas Chantier**  
**Strategic Marketing Director**  
**Teledyne E2V**  
**France**

# Client Success Story

I was honored to be invited to present at the World Convention of Orthodontics in Miami. But I knew I needed to adapt my presentation style to an American audience, improve my accent and punctuate my presentation with humor, even though it was a scientific subject.

I only had 2 months to prepare everything. I didn't think it was possible. But it was! It gave my business a lot of visibility and credibility, and my presentation was even chosen to be part of a paid program later on.

[Read the full case study here](#)



**Nathalie Rumiz**  
**Medical consultant**  
**NR Consulting**  
**France**

# Client Success Story

I needed to transform my way of communicating for the U.S. workplace, as my company had given me an opportunity to work as a General Manager in their Texas branch.

I needed to adapt to the codes of doing business, and everyday life, and be able to negotiate large contracts with American airline companies.

The work we did together allowed me to achieve all of this, and also improve my relationships with my American clients and members of my team thanks to knowing what's expected in this culture.

[Read the full case study here](#)



**Jeremie Raynaud**  
**General Manager**  
**NewRest**  
**USA**



# Client Success Story

Coaching with Christina and her team has enabled me to improve my marketing materials to attract more American customers to my business.

I'm now comfortable with Zoom sales meetings, which I used to avoid.

Now I can convince my American prospects to trust me with the most important event of their lives, in a foreign country and that's saying a lot!

[Read the full case study here](#)



**Virginie Mention**  
**Wedding planner & founder**  
**Ceremonize**  
**France**

**Christina  
Rebuffet-Broadus**  
AMERICAN MARKET  
ALCHEMIST

To see how I can help you grow your value, influence, and connections in the U.S. market, let's talk.

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