



Carey Randall
Director, Sales & Marketing
John Hancock Observatory

Carey Randall is an experienced sales and marketing professional with a 23 year history in retailing, marketing, and public relations. Randall joined John Hancock Observatory in January 2008 as director of sales & marketing. Her background also includes working with both domestic and international companies in the fields of retail, wholesale, and tourism.

In 2000, Randall started at the Sears Tower Skydeck after 15 years in the retail & wholesale industry.

She was responsible for \$10 million dollars in sales

in addition to managing consumer and trade advertising, media relations, and the Skydeck's website. Randall has also collaborated with other Chicago attractions to actively sell packages such as World Class Chicago with the Adler Planetarium, Chicago Trolley, and Field Museum and A River Runs to It with Navy Pier's IMAX Theatre and Shoreline Sightseeing.

In 1993, Randall worked at The Body Shop, first as a store manager, then as a general manager overseeing three stores where she was responsible for all aspects of the business including marketing, public relations, customer service, hiring, training, merchandising, and operations. In 1995, Carey participated in the Body Shop Foundation's Romania summer play scheme. This experience working with Romanian orphans remains as one of Carey's most valuable life experiences.

Carey is a graduate of the University of Illinois, Urbana-Champaign with a Bachelor of Science degree in Psychology.

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