

PRESIDENT ■ CEO

Creating Value for the Hospitality Industry

CONSULTING SERVICES ■ Offering full service strategic and hands-on consulting in the hospitality industry for hotels, convention centers, visitors bureaus, and meeting / event planners.

Nationally recognized leader in the hospitality industry successful in transforming organizational performance. Talent for consensus building and forging collaborative relationships. Grounded in best-business practices and well-versed in financial due diligence.

Listed in the National Register's *Who's Who in Executives and Professionals*
One of the most influential African Americans in the hospitality community from 1997-2009
Lead representative at a United Nations Summit
Liaison with international organizations

Extensive involvement in **boards and associations** that yield high visibility and promote alliances with key industry leaders and organizations.

SELECTED ACCOMPLISHMENTS

- ✓ **Generated an economic impact of \$8 billion for greater Philadelphia.** Transformed a facility with a diminishing reputation and poor internal structure to a thriving, leading national convention center.
- ✓ **Architected unprecedented relationships between visitor bureaus and convention centers,** merging services and programs that fostered collaboration, improved public relations, and increased profit.
- ✓ **Developed 30% growth in the number of attendees and 15% growth in number of conventions** booked for the Greater Columbus Convention Center.
- ✓ **Built a customer service culture that catapulted public relations and customer satisfaction.** Redefined approach to service, instituted training, and strengthened bonds with primary stakeholders.
- ✓ **Served at the core of senior management infrastructure overseeing a multi-million dollar facility expansion,** overseeing daily operations and strategic planning for the future.
- ✓ **Grew trade show and expo business generating profit.** Doubled event bookings and produced new trade show ventures for the Kansas City Market Center. Recently hired to promote and manage an international conference event for 2012 involving 1000 attendees from 40 countries.

CAREER HIGHLIGHTS

International Hospitality Services, Philadelphia, PA

2008 to Present

PRESIDENT / CEO ■ Consulting Services

- **Business / Facilities Management** - operations, structuring, budget management, business development, competitive analysis, property management, market research, and union relations.
- **Trade Expos / Conferences / Event Planning** - promotions, site selection, project development, on-site management, outreach to hotels & vendors, contract agreements, concierge services, and financial management.
- **Customer Service Cultures** - redefining service from top down, customer feedback systems, customer service training for all levels of staff; train the trainers to coach and lead programs.

HOSPITALITY LEADER

Pennsylvania Convention Center Authority, Philadelphia, PA

2004 to 2008

CHIEF OPERATING OFFICER

Brought on board for a newly created executive role to facilitate the turnaround of this vital economic engine for the city of Philadelphia during a pivotal time in its development. The mayor was personally involved in the screening process, as the facility was about to embark on a \$700 million expansion with hopes of bringing revenue to the city. Directed overall management, operations, technology, food and beverage, community relations, promotions, purchasing, sales and marketing, and union relations.

Driving force in making sweeping changes to rebrand the PCCA, overhauling the deteriorating reputation within the meeting and hospitality industry, and kick starting a more profitable future. High labor costs, disputes, and lack of friendliness had diminished interest and deterred prospects.

- **Orchestrated top down accountability for all operational areas of the center.** Clarified direction and priorities. Built ownership of tasks through organization-wide involvement into the long-term strategic plan. Won trust and commitment to the plan.
- **Pioneered a collaborative relationship between the PCCA and the Philadelphia Convention and Visitors Bureau for mutual benefit.** Recognizing the potential for increased success for both organizations, spearheaded joint projects and programs such as merging marketing and communications staff, developing a joint 5-year marketing plan, sharing public relations efforts, and communicating in a joint newsletter. Resulted in a team approach and extensive cost savings.
- **Created a more customer friendly environment that increased revenue.** Restructured Sales and Services Department and instituted customer service training. Merged sales and services in an innovative move to create shared goals. Integrated efforts with vendors enabling the capture of more short term business and maximize sales in both local and national markets.
- **Established communications with unions that impacted operating procedures and customer rankings.** Improved cooperation and dialogue via numerous outreach programs including regular meetings, open door access of union to COO, unified workforce training, and educational meetings.

SMG – Greater Columbus Convention Center, Columbus, OH

1993 to 2004

GENERAL MANAGER (2001 TO 2004) ASSISTANT GENERAL MANAGER (1998 TO 2001)

VP, CONVENTION MARKETING AND SERVICES (1993 TO 1998)

Oversaw entire complex, including operations, public relations, sales and marketing, retail leasing, event coordination, human resources, technology, finance, parking, security and engineering.

Instrumental role in expanding visibility from a local to national level. Achieved a 15% growth in the number of conventions and 30% growth in the number of attendees. Improved operations and created a customer service culture that drew clientele.

- **Built trust, relationships, and visibility through extensive networking.** Liaison to numerous groups - the Greater Columbus Chamber of Commerce, Experience Columbus, the City of Columbus, Columbus hospitality and trade associations, and local hotels and suppliers.
- **Constructed and executed a strategic retail marketing plan to increase revenue for 100,000 square feet** of retail space in a state of decline. Produced new leasing opportunities, diversified vendor base, and developed a friendlier retail environment resulting in higher retail occupancy.

HOSPITALITY LEADER

Homkar, Inc., Kansas City Market Center, Kansas City, MO

1985 to 1992

PRESIDENT AND GENERAL MANAGER (1988 to 1992)

EXECUTIVE DIRECTOR (1985 to 1988)

Oversaw marketing and operational budget. Doubled the number of events booked at the convention center. Succeeded in trade show development ventures – produced ongoing expos, and created 3 new annual trade shows. Promoted and sold wholesale showroom space for apparel, accessories and gifts, targeting retailers.

Macy's Midwest, Kansas City, MO

1980 to 1985

EXECUTIVE ADMINISTRATOR

Managed 85 personnel, primarily buyers and assistant buyers.

Pan American World Airways, London, England

1973 to 1979

EXECUTIVE ASSISTANT

Office supervision, accounting, budgeting. Member, board of directors of British Airport Authorities (ruling body for Heathrow Airport).

EDUCATION & LICENSES

Chiswick College, London, England ■ B.A. - Business Management, B.A. - Fashion Merchandising

Maplewoods Community College, Kansas City, MO ■ Marketing, Economics,

Business Management and Business Law

Licenses ■ Sales Associate Missouri Real Estate Association, Kansas City, Missouri

Broker, Missouri Real Estate Association, Kansas City, Missouri

PROFESSIONAL ASSOCIATIONS

Association of Convention Marketing Executives ▪ Hospitality Sales and Marketing Association International

▪ International Association of Auditorium Managers ▪ International Association for Exhibition Management

▪ Meeting Planners International ▪ National Coalition of Black Meeting Planners ▪ New York Society of

Association Executives ▪ Professional Convention Management Association ▪ American Society of

Association Executives ▪ Chicago Society of Association Executives

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