

## **DYNAMIC, VISIONARY & INNOVATIVE MARKETING, MANAGEMENT AND STRATEGIC PLANNING LEADER**

Honored with more than 100 awards for marketing and advertising excellence. Proven track record in all phases of integrated marketing, traditional, digital and social media with major brands and renowned advertising agencies. Powerful franchise and major brand success. Excellent presentation and communication skills. Diverse management experience, led teams of up to 400 employees, budgets up to \$65 million. B2C and B2B expertise. High energy, collaborative problem-solver, motivational speaker. Skilled in CRM, strategic planning, leadership, coaching and training. Strong analytical skills. Highly competitive entrepreneurial leadership and consensus builder. Proficient in leading marketing process. Passion for driving revenues and winning!

### **HIGHLIGHTS**

- **BRAND EXPERIENCE:** Metro Airways, Howard Johnson Hotels, Sunterra Resorts, American Express Travel, Mexicana Airlines, Apple Vacations, Cunard Cruise Lines, TWA Getaways, Aston Hotels & Resorts, Ramada, Braniff Airways, Hyatt International, many others
- **BRAND BUILDING/AWARENESS:** Created brand positioning and first national advertising campaign for major Native American casino, resulting in 253% increase in travel agent recognition of an "outstanding vacation experience"
- **FREQUENCY PROGRAMS:** Created customer-centric frequent guest program named by Tom Parsons of *BestFares* magazine on NBC-TV's *Today* show as "the best deal in the travel industry today"
- **HOTEL/RESORT SALES:** Supervised corporate, tour & travel, education, association and military group sales for major casino resort, responsible for \$25 million in group room nights
- **REVENUE GROWTH:** Marketing programs led sales increase for franchise system from \$9.6 million in 2010 to more than \$100 million in 2015
- **CREATIVE THEME:** Created promotional theme for Hawaiian resort brand used in advertising and promotional efforts for more than 25 years
- **SPECIAL EVENTS:** Launched first PGA Tour event held at a casino resort, generating attendance of 30,000 and \$300,000 for participating charities
- **MEDIA INNOVATION:** Generated more than \$10 million in annual media advertising for airlines, hotels and cruise lines with unique barter programs
- **DESTINATION SALES:** Led sales team to 15-year development agreement for national championship venue with Professional Bowlers Association and Women's PBA, resulting in more than 100,000 annual visitors to Reno/Tahoe
- **CREATIVE RECOGNITION:** Honored with more than 100 awards for traditional, digital and social media marketing, advertising and public relations excellence

### **A CAREER OF DRIVING REVENUE, BUILDING BRANDS, AND MOTIVATING TEAMS TO EXCEED EXPECTATIONS**

**Metro Airways:** Las Vegas, NV Sep 2017-Present

*A diverse-driven Public Charter start-up airline providing first-class seating at lower than coach pricing for short-haul flights with hubs in Las Vegas and Houston*

#### **Senior Vice President, Strategy & Brand Management**

- Responsible for all marketing, sales and brand management functions
- Department leadership of airline marketing, wholesale vacations, cargo sales, food & beverage, inflight entertainment, reservations, digital advertising, revenue management, promotions, others
- Partnered with CEO in funding engagement, led public relations team, established strategic plan and introductory sales programs

### **Barry J Parrish**

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**Marketing:**  
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**Creative:**  
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*"During my 50 years in Marketing (36, C Suite) Barry is the single most complete executive I have ever met. His command of every marketing issue is awesome. He starts work early each day and most often turns off the lights at night. Having started as a newspaperman he is a fast and excellent writer. Even more so as a speaker. Over and over again people leaving his presentations tell me he is the most inspiring and best they have ever heard. Last point: He has a sixth sense and is a master of managing franchisee groups."*

**-Martin Mitchell**

Formerly Vice Chairman,  
Saatchi & Saatchi, New York

*"Barry is a dynamic and visionary leader who lasers in on new and unique opportunities to grow an organization to greatness. Over the past five years I have worked with him, he has helped to grow the company to a national footprint through amazing leadership. He has incredible respect from the many franchisees that I have met. I am privileged to know Barry, and I look forward to working with him in the upcoming years as well."*

**-Suzanne Newman**

CEO, Answers for Elders  
Seattle, WA

**Answers for Elders Foundation:** Seattle, WA Aug 2015 – Aug 2017

*In conjunction with the National Football League's Alumni Association, dedicated to helping senior citizens by providing funding and support through its 12 Days of Goodness program*

**Member, Board of Directors/California Program Director**

- Expanded program from Seattle base to include Denver Broncos, Tennessee Titans and Philadelphia Eagles
- Developed influence program to motivate strategic partnerships
- Fund raising, strategy, web development, marketing, promotion and PR planning, vendors support, sponsorships, advisor to CEO

**Always Best Care Senior Services:** Roseville, CA Dec 2010-Aug 2015

*Start-up franchisor providing non-medical in-home care, assisted living placement services and skilled home health care through a network of more than 200 franchised territories*

**Vice President, Marketing**

- Built department and team, innovative marketing programs, local support
- Sales increased from \$9.6 million in 2010 to \$100+ million in 2015
- Number of franchised units advanced from 110 in 2010 to 200+ in 2015
- PR efforts earned recognition as one of the fastest growing franchise systems in the USA, one of best for veterans, one of the best for minorities.
- Led operational support, built first mobile app, utilized Google analytics to demonstrate digital marketing success, developed new revenue opportunities

**BlueWater Resort & Casino:** Parker, AZ Apr 2008 – Apr 2010

*Featuring 200 river-view rooms and suites, 475 slot machines, table games, poker and bingo, live entertainment, major concerts and fine dining – plus a 164-slip marina, three-level indoor pool, movie theater, RV Park and video arcade*

**Enterprise Director & General Manager (Aug 2009 – Apr 2010);**

**Marketing consultant to General Manager (Apr 2008 – July 2009)**

- Responsible for all operations of 400-employee facility generating \$40 million in annual revenue
- Supervised administration, finance, casino operations, marketing and advertising, direct sales, loyalty programs, security, surveillance, entertainment, human resources, hotel operations, retail, f&b, others
- Special customer appreciation promotions drove 50% increase in slot revenues during event nights, exceeded financial goals
- Reversed two-year slide in revenues; negotiation of hotel/casino consolidation plan resulted in reduced annual payroll costs \$400,000

**Turning Stone Resort & Casino:** Verona, NY, July 2006 – Apr 2008

*Complex of 4 hotels (2 AAA 4-diamond award winners) 5,000-seat event center and 800-seat showroom, 2 spas (one of Spa Magazine's "best new spas of the year"), 5 golf courses (including a PGA Tour tournament venue), 120,000 sq ft casino (2,400+ machines, 87 table games, 32 poker tables), 21 dining outlets, nightclub and 100,000 sq ft of meeting space*

**Vice President, Marketing Sales & Entertainment**

- Led award-winning marketing and advertising, loyalty programs, public relations, promotions, Internet marketing, casino marketing, sales and entertainment teams; responsible for over 200 employees
- Created brand positioning and national advertising campaign resulting in 253% increase in travel agent recognition of an "outstanding vacation experience"
- Introduced only regularly scheduled PGA Tour event held on Native American soil, attracting 30,000 and generating \$300,000 for local charities
- Marketing and PR efforts for Skaná Spa earned recognition in *Condé Nast Traveler's* "Hot List" and as one of *Spa Magazine's* "Best New Spas"
- Managed facilities, ticket sales, booking, website design, operations and personnel for 5,000-seat event center and 800-seat showroom (*Casino of the Year* by Country Music Association); hosted 150 annual+ performances

*"Barry is an innovative marketing leader who knows how to get the most from advertising agencies. A team leader and team builder who knows how to blend national and local programs, Barry is a genuine asset who makes a real difference."*

**-Bill Sage**

CEO, Sage Hotel Corp  
Boston, MA

*"Barry had a very difficult assignment managing a declining hotel brand thru a difficult process ... and set the brand on track for explosive growth both domestically and internationally."*

**-Tom McNulty**

Cendant Corp/VP, Super 8  
Parsippany, NJ

*"At BlueWater Casino, Barry turned the operation around, increased employee morale, established clear short and long-term plans, and launched new marketing programs that generated substantial new revenues. He also initiated a merger of the Hotel and Casino to provide better guest service and reduce annual payroll expenses by nearly a half million dollars. There are many positive things he accomplished and started despite constantly banging into a wall, as the Tribal Council was of two distinct power factions with a history of unrest and five recalls in the past three years. Despite this, Barry set a positive example for all employees to rapidly move the enterprise forward."*

**-G. Michael Eigenbrodt**

CEO, InterAgency Council  
Lake Havasu City, AZ  
Formerly HR Director  
Colorado River Indian Tribes

**Sunterra Corporation:** North Las Vegas, NV Jan 2004 – Jun 2006

*A leading timeshare company with nearly 100 affiliated resorts in 12 countries*

**Vice President, Corporate & Strategic Marketing (Jan 2004 – Jun 2005);  
Consultant for AARP alliance, websites, organization (Jun 2005 – Jun 2006)**

- Responsible for brand marketing leadership, corporate creative services, national advertising, eCommerce, email newsletters and more
- Created international branding program, developed consistent global brand standards, transitioned multiple outlets to unified brand strategy.
- Developed member benefits program for owner families, forging strategic opportunity alliances with airlines, casinos, cruise lines and others

**AFM Hospitality Corporation:** Seattle, WA Sep 1996 – Dec 2003

*Major management company and Canadian franchisor of Aston, Ramada, Howard Johnson, others; more than 250 hotels, restaurants and convenience stores in 3 countries*

**Senior Vice President, Sales & Marketing**

- Supervised two VP/Sales, management marketing team, franchise relations
- Led technology sales and marketing group in sale of the hospitality industry's largest high-speed Internet deal, valued at more than \$2 billion
- Generated multi-country barter advertising to supplement cash expenditures
- Significantly increased market share during "down" markets (per Smith Travel Research "STAR" Reports) for both convention, business and leisure hotels)

**Cendant Corporation:** Parsippany, NJ Jun 1991—Sep 1996

*Largest hospitality, car rental and real estate franchisor in USA, including Howard Johnson, Ramada, Days Inn, Super 8, Travelodge, Avis, Budget, Century 21, Coldwell Banker, Better Homes & Gardens Realty, Resorts Condo International (RCI), others*

**Vice President, Sales & Marketing - Howard Johnson International**

- Led strategic planning, direct and oversee image and brand-building – instrumental in rebuilding brand to one of top 10 in North America
- Responsible for staff training, internal communications, budgeting
- Introduced the most successful family marketing program in the mid-level hotel category – *Kids Go HoJo*
- Created loyalty program named by Tom Parsons of *BestFares* magazine on NBC-TV's *Today Show* as "the best deal in the travel industry today"

**Reno-Sparks Convention & Visitors Authority:** Reno, NV Oct 1989 – Dec 1990

Vice President & Chief Marketing Officer

**Gardner, Stein & Frank Advertising:** Chicago, IL Oct 1987 – Sep 1989

Executive Vice President

**Grey Advertising:** Chicago IL Apr 1981 – Oct 1987

Vice President & Managing Director/Grey II (travel marketing division)

**Advertising agency clients:** Led marketing efforts for American Express Travel, John Deere Fitness Products, Mexicana Airlines, Midas-International, Braniff Airways, Cunard Cruise Lines, Apple Vacations, Aloha Pacific Cruises, Lever Bros., Hyatt International, Carlson Travel Group, Castle-Milco Ski Equipment, First Family of Travel, Libby's Foods, Colgate-Palmolive International, Aston Hotels & Resorts, Hilton Hotels (regional), Disneyland Hotel, MGM Grand Resorts/Casinos, Grand Bahama Promotion Board, Chicago Mercantile Exchange, Dairy Queen, others

## **EDUCATION**

- Louisiana State University Graduate School of Business; completed 60% of MBA requirements, 4.0 GPA, 2020 candidate for MBA
- University of Chicago Graduate School of Business; completed 50% of MBA requirements prior to military service; Dean's List
- Columbia College; BA Mass Communications

*"Barry is a marketing expert with a heart of gold! Well versed, cultured, articulate, detail oriented and talented -- Barry communicates well with everyone. Assuredly, Barry was always very thoughtful about his work. He took a personal interest in his people and worked hard for them and the customer."*

**-Corrina Mears, PHR**  
Carl's Jr Restaurants  
Eugene, OR

*"Barry is a truly gifted marketing professional. He is extremely goal oriented, and has limitless energy and focus. Even though the demands of directing multiple were many, he was always accessible, open, thoroughly professional, and communicative. Our business demanded an extremely fast pace. When led by Barry, our department also became a tremendously progressive and exciting place to work. His leadership helped develop people and encouraged team members to exceed their own expectations."*

**-Debra Becker**  
Turning Stone Resort & Casino  
Syracuse, NY

*"Barry is a brilliant and innovative marketing communications professional. His ability to analyze market situations, express them in writing and develop innovative solutions to maximize client ROI made Barry one of the best colleagues in the advertising agency business with whom I have ever worked."*

**-James W. Norman**  
Grey Advertising  
Chicago, IL

**Awards for Marketing, Advertising & Public Relations Excellence, 2007 – present****ADDY Awards (American Advertising Federation)**

- Silver Award, Resort/Meetings Sales Kit, Turning Stone Resort & Casino
- Silver Award, Brochure Campaign, Turning Stone Resort & Casino

**ADRIAN Awards (Hospitality Sales & Marketing Association International)**

- Silver Award, Skaná, the Spa at Turning Stone website
- Silver Award, Skaná, the Spa at Turning Stone, "Treatment of the Month" email campaign
- Bronze Award, "American Indian Sweat Lodge" television commercial, Turning Stone Resort & Casino
- Bronze Award, Turning Stone Resort & Casino "Play Where the Pros Play" golf brochure
- Bronze Award, Turning Stone Resort & Casino "18 Diamond Resort" golf advertisement
- Bronze Award, Skaná, the Spa at Turning Stone, sales brochure
- Bronze Award, Skaná, the Spa at Turning Stone, services brochure
- Bronze Award, Skaná, the Spa at Turning Stone, "Travel Agent Introduction" email direct marketing

**American Gaming Association**

- BlueWater Resort & Casino, Best On-Site Collateral
- Turning Stone Resort & Casino, Best Direct Mail Campaign

**The Communicator Awards -- Awards of Excellence**

- Home Care Television Commercial, Always Best Care Senior Services
- Skaná, the Spa at Turning Stone, Treatment brochure

**The Communicator Awards -- Awards of Distinction**

- ABC PR Journal, Always Best Care Senior Services
- Assisted Living Television Commercial, Always Best Care Senior Services
- Assisted Living Landing Pages, Always Best Care Senior Services
- Cinco de Mayo promotional event t-shirt, Turning Stone Resort & Casino
- Consumer Print Advertising Campaign, Always Best Care Senior Services
- Consumer Services Campaign, Always Best Care Senior Services
- Convention/meetings sales kit, Turning Stone Resort & Casino
- Franchise Development Television Commercial, Always Best Care Senior Services
- Franchise Development Kit, Always Best Care Senior Services
- Golf at Turning Stone brochure
- Group Sales Flyer, Turning Stone Resort & Casino
- Hotel, Golf & Spa brochures, Turning Stone Resort & Casino
- National Consumer Website, Always Best Care Senior Services
- National Marketing Campaign, Always Best Care Senior Services
- Oneida Sky direct mail brochure, Turning Stone Resort & Casino
- Online Display Advertising, Always Best Care Senior Services
- Online Marketing Campaign, Always Best Care Senior Services
- PGA Tour sponsorship kit, Turning Stone Resort & Casino
- Skaná, the Spa at Turning Stone, logo
- Skaná, the Spa at Turning Stone, Weekend Wellness Programs brochure

**Internet Advertising Competition (IAC) Awards**

- Best Healthcare Provider Online Newsletter, Always Best Care Senior Services
- Best Healthcare Provider Integrated Marketing Campaign, Always Best Care Senior Services

**Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF)**

- The Lodge at Turning Stone brochure, Premier Print Award

**RR Donnelly Corporation**

- Turning Stone Resort & Casino convention/meetings sales kit, President's Award

**Telly Awards**

- Home Care Television Commercial, Always Best Care Senior Services
- Assisted Living Television Commercial, Always Best Care Senior Services
- Television Advertising Campaign, Always Best Care Senior Services

**Web Marketing Association**

- The Lodge at Turning Stone website, Standard of Excellence award
- Always Best Care Senior Services, Outstanding Website Award

**W3 Awards**

- Outstanding Website, Always Best Care Senior Services
- Website Copywriting, Always Best Care Senior Services
- ABC PR Journal, outstanding public relations website (Always Best Care Senior Services)
- ABC PR Journal, outstanding professional services website (Always Best Care Senior Services)