

Global management, marketing, and strategic leader, proven track record: Builds and leads top-performing teams, reverses negative trends, drives top-line growth. Motivated teams of up to 400, managed budgets of more than \$100 million, P&L responsibility. Success in multiple industries, including **travel & transportation, hospitality, event management, restaurants, casino gaming, DEI, healthcare, packaged goods**. Diverse multicultural and multi-office environments (led teams in 27 countries throughout Europe, Africa, Canada, the Caribbean and USA). Drives new business and captures critical market share. Excellent presentation and communication skills. High integrity leader and collaborative problem-solver. Demonstrated success in strategic planning, leadership, and inspiring team members. Highly competitive, entrepreneurial and consensus builder. Passion for driving revenues and winning!

EDUCATION

Louisiana State University, MBA Marketing, Shreveport LA, Dec 2020, 3.8 GPA, national honors societies

Columbia College, BA Mass Communications, Chicago IL, June 1968

MILITARY SERVICE

United States Marine Corps (Reserves), Honorable Discharge, Sep 1971

CAREER HIGHLIGHTS

- **Revenue growth:** Developed marketing and operational programs which led sales increase for franchise system from \$9.6 million to more than \$100 million in just five years
- **Brand building/awareness:** Created brand positioning and established operational campaigns for major Native American casino, resulting in 253% increase in travel agent recognition of an “outstanding vacation experience”
- **Operational diversity:** Depth of understanding in diversity, equity and inclusion (DEI), understanding and supporting differing cultural and ethnic values, behaviors, beliefs, and attitudes of a diverse workplace
- **Frequency programs:** Developed hotel chain’s 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*”
- **Executive leadership:** Led all group sales functions, convention services, entertainment, convention facilities, marketing, special events, public relations, security and other departments for major casino resorts
- **Media innovation:** Expanded marketing/advertising budgets by more than \$10 million in annual media advertising for airlines, franchised hotels and cruise lines with unique barter programs
- **Special events:** Launched first national PGA Tour event held at a Native American casino, generating attendance of 30,000 and \$300,000 for participating charities
- **Destination sales:** Led sales team to 15-year development agreement for national championship venue in major gaming destination with Professional Bowlers Association and Women’s PBA, resulting in more than 100,000 annual visitors to Reno/Tahoe
- **Cost control:** Negotiation of hotel/casino consolidation plan resulted in reduced annual payroll costs \$400,000; established performance metrics for leadership heads in consolidated departments
- **Creative awards:** Honored with more than 100 awards for integrated marketing, advertising and PR excellence, encompassing both traditional and digital media.
- **Brand experience:** American Express, Metropolitan Airways, Hyatt International Resorts, BlueWater Resort & Casino, Colgate-Palmolive International, Mexicana Airways, Turning Stone Resort & Casino, Howard Johnson Hotels, Sunterra Resorts, Always Best Care Senior Services, others

BUILDING BRANDS &, REVENUES IN COMPETITIVE ENVIRONMENTS

(Professional History)

THE MARKETING COMPANY INT'L/BJPARRISH.COM • Las Vegas, NV

President, Mar 2022 - Present

Providing brand and marketing strategies together with creative services to small businesses and advertising agencies

- Owner/operator of independent single-person consulting firm, designed to supplement individual organizations' internal staffing and assist in brand positioning, development, story-telling, strategic media and promotional planning as well as creative development in both traditional and digital media

FIG STRATEGY & CONSULTING • Las Vegas, NV

Executive Vice President, Aug 2021 – Feb 2022

A brand strategy firm that aligns diversity, equity and inclusion education with business goals and brand/marketing strategies – committed to dismantling the very need for DEI by normalizing diversity of thought, raising cultural awareness and promoting emotional intelligence while helping our clients grow.

- Prepared comprehensive proposals in response to government RFPs, gained “finals” for Utah Office of Tourism, Washington State Attorney General’s Office, United Way of Central Michigan and others.
- Expanded website from basic factual approach to customer-centric needs/benefits concentration
- Responsible for non-training support activities, including marketing and sales, personnel supervision and development, strategic planning, messaging, more.

METROPOLITAN AIRWAYS • Las Vegas, NV

Senior Vice President, Strategy & Brand Management, Jun 2017-Sept 2020

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

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

ANSWERS FOR ELDERNS FOUNDATION • Seattle, WA

Member, Board of Directors, Aug 2015 – Jun 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

- Expanded program from home in Seattle to include Denver Broncos, Tennessee Titans and Philadelphia Eagles
- Developed influence programs for strategic partnerships; liaison with senior communities
- Fund raising, strategy, web development, marketing/PR planning, vendors support, HIPPA compliance, sponsorships

ALWAYS BEST CARE SENIOR SERVICES • Roseville, CA

Vice President, Marketing, 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; HIPPA compliant

- Built department and team, innovative marketing programs, creative development, franchisee relations
- Programs led sales increase from \$9.6 million in 2010 to \$104.5 million 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; developed cause-related programs with Answers for Elders Foundation.
- Led operational support, built first mobile app, first TV commercials, first national advertising program, utilized Google analytics to demonstrate digital marketing success, developed new revenue opportunities

BLUEWATER RESORT & CASINO • Parker, AZ

Enterprise Director & General Manager, Aug 2009 – Apr 2010

Marketing Consultant to General Manager, Apr 2008 – July 2009

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

- Responsible for all operations of 400-employee facility generating \$40 million in annual revenue
- Supervised administration, finance, casino and hotel operations, marketing, advertising, entertainment, sales, loyalty programs, security, surveillance, entertainment, human resources, retail, food & beverage, others
- Special customer appreciation promotions drove 50% increase in slot revenues during event nights
- Exceeded financial goals, reversing 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

Vice President, Marketing Sales & Entertainment, 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), nightclub, 100,000 sq ft of meeting space, 21 dining outlets including five gourmet restaurants

- 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 (cause-marketing)
- Partnered with Coach Jim Boheim of Syracuse University to sponsor/operate local *Coaches vs Cancer* events
- 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, web design, operations, marketing and personnel for 5,000-seat event center and 800-seat showroom (named *Casino of the Year* by Country Music Association); hosted 150 annual+ performances

SUNTERRA CORPORATION • Las Vegas, NV

Vice President, Corporate & Strategic Marketing, Jan 2004 – Jun 2005

Sunterra Consultant for AARP Alliance & Website Creative Development, Jun 2005 – Jun 2006

Leading timeshare company with nearly resorts in 12 countries

- 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
- Established cause-related marketing program to benefit ChildReach (now Plan International); developed alliance with AARP to provide new opportunities for seniors
- Developed member benefits and guest services programs for owner families, forging strategic opportunity alliances with airlines, casinos, cruise lines and others

AFM HOSPITALITY CORPORATION • Seattle, WA

Senior Vice President, Sales & Marketing, Sep 1996 – Dec 2003

Major management company and Canadian franchisor of Aston, Ramada, Howard Johnson, others; largest franchisee of Cendant Corp; 250+ hotels, restaurants and convenience stores in 3 countries

- Liaison with General Managers; supervised two VP/Sales, creative department, and property marketing teams
- Ran cause-related marketing program to benefit Pacific Science Center
- Led technology sales and marketing group in sale of high-speed Internet, valued at more than \$2 billion
- Led marketing for convenience stores and fast-food restaurants in receivership and transitions in ownership
- Generated multi-country barter advertising to supplement cash expenditures
- Developed specialty programs for Arizona's Restaurants in Midwest markets

CENDANT CORPORATION • Parsippany NJ

Vice President, Marketing – Howard Johnson International, Jun 1991—Sep 1996

International franchisor concentrating in travel, hospitality and real estate industries; owner of Ramada, Days Inn, Wyndham, Howard Johnson, Super 8, Avis, Budget, Century 21, Coldwell Banker, others

- Led strategic planning, image and brand-building; instrumental in rebuilding franchised brand to one of top 10 in North America
- Launched company-leading programs (#1 among all Cendant brands in increases in advertising awareness, increases in calls per available room, and increases in revenue per available room)
- Developed most successful family marketing program in the category – *Kids Go HoJo*
- Introduced cause-related partnership with Sega of America to launch *Kids Go HoJo with Sega* and the International Video Game Championships to raise money for Big Brothers/Big Sisters
- Created business traveler loyalty program named by Tom Parsons of *BestFares* magazine on NBC-TV's *Today* show as “*the best deal in the travel industry today*”
- Led franchise relations, forged strategic alliances with Continental Airlines, American Express, Visa USA, Avis, Carnival Cruise Lines and others, resulting in \$10+ million increase in advertising funds

RENO-SPARKS CONVENTION & VISITORS AUTHORITY • Reno NV

Vice President & Chief Marketing Officer, Oct 1989 – Dec 1990

Marketing organization promoting convention and tourism business for the Reno and Lake Tahoe areas; owner/operator of several facilities, including golf courses, convention center, fairgrounds, playhouse and others

- Developed award-winning print and broadcast advertising that successfully repositioned Reno/Lake Tahoe as a total vacation and meeting destination
- Cited as leader of “*The Rebound in Reno*” reported in local and national press
- Increased hotel/motel occupancy 6%, increased visitors 8%, reversing 3-year decline
- Managed \$10 million national budget with 300 staff in marketing, sales, operations, special events and creative development including convention center, golf courses, livestock events center and performing arts center
- Ran marketing/advertising, tourism, convention sales, tour & travel sales, field marketing, Reno News Bureau (public relations), reservations/call center, research, creative and other departments

GARDNER, STEIN & FRANK ADVERTISING • Chicago IL

Executive Vice President, Oct 1987 – Sep 1989

Mid-size advertising agency concentrating on upscale and luxury travel and hospitality clients

- Ran daily account management, client relations, marketing and creative teams; led new business efforts and supervised staff of 40
- Created promotional theme for Hawaiian resort brand (Aston) used in advertising, collateral and promotional sales efforts for more than 25 years
- **Travel/tourism clients** – Braniff Airways, Aloha Pacific Cruises, Spruce Goose & The Queen Mary, Grand Bahama Island Promotion Board, Cartan Tours, others
- **Hospitality clients** – Hyatt International, Disneyland Hotel, Aston Hotels & Resorts, Hilton Hotels (regional)
- **Casino clients** – MGM Grand Hotel & Casino, Riviera Hotel & Casino

GREY ADVERTISING • Chicago IL

Vice President & Managing Director/Grey II, Apr 1981 – Oct 1987

One of the world's largest advertising agencies; the Grey II division specialized in marketing, branding, advertising and creative development for smaller businesses, franchise operations, and travel, tourism and hospitality clients

- In charge of Division administration, personnel, account management, client relations, creative and media
- Built division from start-up to account for 33% of total office billings
- Created strategic alliance with American Airlines, Aston Hotels and Condo Resorts Int'l to create “*Condo in Paradise*,” a wholesale program which became American's *AAloha Condo* program for Hawaii vacations
- Consumer and industrial campaigns won more than a dozen awards for advertising excellence
- **Accounts supervised:** American Express Travel, Chicago Mercantile Exchange, Allied Van Lines, Carlson Companies, Mexicana Airlines, Aston Hotels & Resorts, Cunard Cruise Lines, Apple Vacations, others

OTHER CLIENTS: Colgate-Palmolive International, Lever Bros., Royal Kona Coffee, Holsum Foods, others