

PROFILE Engaging and award-winning senior level executive with diverse experience in the development and execution of innovative, brand-building marketing and communications programs. Excellent project management skills with proven success at bringing together the necessary internal and external people, processes, and performance measurements to enhance one's brand position and revenue opportunities. Expertise in the following areas:

**Marketing • Advertising • Public Relations • Management
Strategic Partnerships • Digital Media • Fundraising**



ACCOMPLISHMENTS:

- Developed and managed all communications and branding efforts to raise \$120 million to build the Martin Luther King Memorial on the National Mall;
- Worked with brands such as GM, Boeing, the NBA, GE, Toyota, Pepsi and others in creating co-op programs, which garnered over \$50 million in funding annually for a 10 year period coupled with over \$100 million in earned media;
- Managed and created the branding and marketing efforts for the Medgar W. Evers Memorial dedication, which garnered over \$550,000 in fundraising efforts;
- Managed the industry's first \$1.5 million marketing endeavor for a state destination in efforts to attract the African-American and Hispanic markets; The State of Missouri;
- Served as a Managing Partner of one of the world's most noted marketing firm within the travel & tourism industry. Developed and managed digital and social media programs, which produced over \$750,000 in revenues annually and several industry awards.
- Managed and developed award-winning campaigns for a number of global travel brands, as well as World Cup, Olympic Soccer, Orlando Weekend Classics, the Florida Classic, Colonial Williamsburg, and Mexico.

HONORS AND AWARDS:

- Four time AAF (American Advertising Federation) Addie Awards for creative and marketing excellence (1997-2001)
- Six time HSAMAI (Hospitality Sales and Marketing Awards International) Adrian Awards for creative and marketing insight; (2004-2008)
- Two time Bronze TELLY awards for branding & destination marketing; (2010 & 2011)
- EMMY nomination for destination marketing; (2008)
- HBO Promotion of the Year Award, (1986)
- The Disney Channel Marketing Person of Year Award (1985)
- **H. Naylor Fitzhugh Humanitarian Award** by the National Alliance of Market Developers;(2011)
- **Distinguished Alumni Award** from the College of Arts & Science, University of Missouri; (2004)
- Hospitality Sales & Marketing Association International as HSMAI's **Top 25 Most Extraordinary Minds in Sales & Marketing**; (2010)
- First person of color elected President of the Orlando Advertising Federation in its 87 year history; (1986)
- One of three African-Americans to be appointed by two Governors to serve on both the Florida Tourism Commission and the Board of Directors for Visit Florida for over 7 years; (2003-2010)
- A founder and board member of the National Association of Minorities in Cable in Jacksonville, FL, Chicago, IL and the National chapter; (1985, 1989 & 1990)
- Induction into the Christian Brother High School-St. Louis' *Hall of Fame*; (2012)
- Member of the College of Arts and Science Strategic Board of Directors at the University of Missouri. (2006)
- Member of the Advisory Council for the Department of Communication, University of Missouri. (2012)
- **Distinguished Alumni Award**; Dept. of Communications, University of Missouri (2013)