# **SUMMARY**

**Transformational and results-driven executive leader in multiple industries steering marketing, customer experience management, strategic business planning, scalable operational processes, and enhanced efficiencies to drive enterprise and revenue growth.** Lead cross-functional teams to provide holistic solutions to complex challenges through collaboration, communication, and engagement. Apply data analytics and customer-driven feedback to develop strategic initiatives and programs, implement up-to-date technologies, and fuel continuous process improvements. Spearhead Operational Readiness, Activation, and Transfer (ORAT) methodologies to mitigate organizational risk and shape operations planning. Advocate for underserved populations through diversity, equity, and inclusion initiatives and federally-backed programs to support inclusive customer experiences and working environments for global impact.

# **AREAS OF EXPERTISE**

|  |  |  |
| --- | --- | --- |
| * Board Engagement * Business Operations * Change Management * Program & Services Development * Customer Relationships & Advocacy | * Data Analytics & KPIs * Technology Platforms * Social Media Strategies * Diversity, Equity, & Inclusion (DEI) * Budgeting, Forecasting, & Controls | * Strategic Planning * ORAT Management * Employee Development * Stakeholder Relationships * Continuous Process Improvements |

# **PROFESSIONAL EXPERIENCE**

Kennesaw State University (KSU) 2023 – Present

**Adjunct Professor /** Kennesaw, GA

Revenue Management and Data Analytics

**HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT** / Atlanta, GA 2015–2024

***Assistant General Manager, Marketing, Customer Experience, and Civil Rights***

* Oversee the airport's comprehensive marketing strategies while managing customer experience enhancements for the world’s busiest airport, serving over 100 million passengers annually.
* Assume responsibility for the digital physical marketplace, ensuring seamless integration with the broader airport experience and leveraging technology to enhance passenger and vendor interactions.
* Lead a 200-member matrixed team to champion revenue growth via strategic marketing campaigns and initiatives aimed at enhancing customer loyalty.
* Supervise commercial development and the optimization of operational workflows.
* Design and execute data-driven marketing initiatives, leveraging feedback mechanisms and sophisticated analytics to refine and improve strategies.
* Collaborate closely with cross-functional teams, federal agencies, airlines, and tenants to ensure that marketing strategies are aligned with customer feedback and evolving market needs.
* Engage and liaise with external vendors and partners to guarantee compliance with federal and organizational regulations and harness their capabilities for broader market reach.
* Elevate the airport's brand presence and reputation, and act as a foremost internal consultant on customer life cycle efficiencies and market trends.
* Inaugurate the airport's first-ever dedicated social media team, setting the stage for a comprehensive digital marketing strategy.

**Key Achievements:**

* Propelled the customer experience division from $1.7M to $25M in 7 years, driven by innovative marketing strategies, dynamic business planning, and operational overhauls.
* Launched several groundbreaking initiatives, including the Voice of the Customer program, Smart Restroom Program, Airport Customer Experience Emergency Plan, and an extensive recognition system for 63,000 employees.
* Conceived and implemented the community-centric One Atlanta Now (ONEATL) initiative, establishing a harmonized approach to policies and best practices across vendor management.
* Spearheaded the airport’s first-ever CRM program and data analytics team, resulting in a paradigm shift in customer experiences and operational processes.
* Achieved a 500% boost in employee training within the first year, focusing on professional excellence and stringent regulatory compliance.
* Crafted the organization’s debut Civil Rights manual, making it accessible to a wider audience, including those with limited English proficiency.
* Initiated the airport's pioneering homeless outreach program, making a tangible difference in the lives of Atlanta's disadvantaged citizens.
* Garnered significant accolades, including the FAA Civil Rights Advocate Award (2018) and the Airports Council International (ACI) Service Quality Award (2020 and 2021).

**WELLS FARGO BANK** / Arlington, VA 2012–2015

***Branch Manager* / *Associate Vice President***

Led 60-member team of bankers, mortgage originators, and tellers in branch operations and revenue generation for one of Virginia’s most affluent districts. Managed $2M budget, customer service, branch operations, and sales production across consumer, business, and wealth divisions. Built strong book of business, leveraging consultative selling to match client needs with best fit for products and services. Utilized expertise in banking regulations and Federal Deposit Insurance Corporation (FDIC) to drive smooth workflows and mitigate risk. Provided professional development and career advancement for employees to raise future leaders. Inspired teams in performance excellence and demonstrated commitment to deliver high sales volume.

* Achieved 105% of all sales targets within 6 months; met 100% sales goals YOY during tenure.
* Increased customer satisfaction ratings to +90% by developing and managing consumer-informed KPIs to enhance continuous process improvements and engagement.

**RADISSON HOTEL LARGO** / Largo, MD 2009–2012

***General Manager***

Steered operational management and set strategic direction and goals for 4-star luxury hotel to drive maximized ROI. Ensured adherence to enterprise and federal compliance. Led continuous process improvements to enhance KPIs across guest services, employee management, sales and marketing, physical facility quality, and financial controls. Managed $15M budget and led financial team in occupancy forecasting, capital improvements, revenue spend / cost controls, and budgeting processes to meet fiscal goals. Optimized operations to drive exceptional quality standards. Analyzed clientele needs to deliver outstanding customer service.

* Developed and instituted preventative maintenance program with targeted performance metrics to protect physical assets of hotel; drove property beautification and renovation initiative to upgrade facility aesthetics.
* Maintained 5% fluctuation in margin of error for revenue and spend.

**MM RESORTS MANAGEMENT LIMITED** / Anguilla, British West Indies 2008–2009

***Managing Director***

# EDUCATION

University of the Virgin Islands, VI: Phd Candi

Louisiana State University; Shreveport, LA: **Master of Business Administration**

Temple University; Philadelphia, PA: **Bachelor of Science / Tourism & Hospitality Management**

# CERTIFICATIONS AND ADDITIONAL INFORMATION

National Academies of Sciences, Engineering, and Medicine (NASEM) – Transportation Research Board, Chairman (2018–Present)

Airport Cooperative Research Program (ACRP) Project 01.43, Guidebook for Conducting Airport User Surveys – Chair (2020)

ExperiencePoint – Certified Change Leader (2020)

ACI-ICAO – Airport Management Professional Accreditation Program (AMPAP) Certification (2019)

American Association of Airport Employees (AAAE) – Certified Member (CM) (2018)