

Gary A. Pearce, Jr.

A highly energetic and driven executive, featuring over 20 years of leadership experience in sales and marketing environments within the hospitality and tourism industry. Excellent communicator and public presenter. A forward-thinking leader, who through strategic planning, team development, empowered leadership, and employee mentoring, can drive superior results

Core Competencies

- Organizational Management
- Strategic Planning
- Special Events Management
- Data Analysis
- Team Building
- Visionary Leader
- Public Speaking and Presentations
- Project Management
- Budgets
- Customer Relations

Professional Employment

Professional Consultant, Orlando, Florida 2014 – Present

Assist companies improve their operational efficiencies, expand marketing results and increase sales, while managing costs. Clients include a large Vacation Ownership company with their Travel Club, consisting of 5 sales centers. Improved their sales presentation, resulting in higher closing percentage and increased sales volume; developed customer service program reducing cancellations and defaults, which in turn increased net profits. Conducted a feasibility study for an international client, (Roatan, Honduras) to establish Vacation Ownership sales for beach resort. Established the sales process, developed marketing incentives and trained marketing staff to develop potential customers.

Osceola County Government, Kissimmee, Florida 2007 - 2014 **Experience Kissimmee, (Formerly Kissimmee CVB)**

Director of Operations/Deputy Director 2010 - 2014

Direct Reports: 7
Total Employees: 100 plus full time/part time
Total Budget: \$34 million/\$17 million sales and marketing

Motivated and directed Sales, Marketing, Administrative Support, Research, Community Relations and Event Services teams. Operated public venues to include; a 167-acre complex consisting of a 10,500 seat, indoor arena, 50,000 sq. ft. exhibition and meeting space, and an MLB Spring Training complex, home of the Houston Astros.

- Directed the rebranding of the DMO (Kissimmee CVB) focusing on the overall “Experience” within the destination rather than “Visiting” thus establishing a focus on social media and distribution channels relative to the “Gen Y” traveling public.

- Restructured organization into teams by market segments; Domestic Leisure, International, Group Sales, Sports and Events. Improved sales, efficiencies, and communications.
- Conducted team building and change management exercises to support organizational change
- Assisted Executive Director in conducting strategic planning sessions with industry partners and community leaders.
- Influenced the design and functionality of the new “Experience Kissimmee” website, improvements resulted in a 34% reduction in bounce rate and 43% increase in time spent on site over FY 2013 through Feb 2014.
- Guided sales and marketing efforts, with emphasis placed on media relations programs to support the brand.
- Evaluated events hosted at public venues and created sales plan that was more in line with area demographics thereby increasing community support and annual revenue 15% from 2011 to 2013 (\$ 263,271/\$1.8 million)
- Negotiated contracts with large event organizers such as; United States Specialty Sports Association (USSSA) American Youth Football (AYF), International Quidditch Association, National Senior Games Association, MLB-Washington Nationals.
- Improved efficiencies and customer service standards at public facilities, reducing annual operating expense by \$800,000 from \$3.4 million (24%)

Director of Human Resources

2007 - 2009

Direct Reports: 5
Total Employees: 1,900
Total Budget: \$2 million operating budget, \$24 million insurance fund

This executive level position is responsible for managing the Employee Relations, Recruiting, Labor Relations, Employee Benefits, Compensation, Risk Management, Training and Development programs.

- Chief negotiator for established I.A.F.F. collective bargaining unit.
- Transitioned benefits to self-insured, \$24 million, employee health fund with 4,700 lives.
- Created communication plan for Human Resources and Benefits to keep employees informed as to changes and progress throughout the County.
- Revised and updated employee policy and procedure manual for the first time in over 15 years.
- Established management training program for all supervisor, managers, and “star” employees focusing on employment law, customer service, leadership and mentoring skills.
- Directed implementation team to establish use of technology to manage employee time, attendance and benefits through Stromberg/Kronos

Westgate Resorts, Orlando, Florida

1993 - 2007

National Director of Sales & Marketing Operations

2003 - 2007

Direct Reports: 7
Total Employees: 4,000

Senior executive committee member responsible for supporting the sales, marketing, and call center operations through coordination of IT, Accounting, Maintenance, Housekeeping, Procurement, Food & Beverage, Human Resources, and Administrative Support.

- Supported the implementation of marketing programs through operational support across multiple venues in 7 states that helped grow revenue 56% to \$900 million in four years.
- Reduced overall operational expense, creating 5% more net profit on a \$400 million budget.
- Project Manager during renovation or expansion of sales centers (2) in Miami, Florida, (3) in Orlando, Florida, and Gatlinburg, Tennessee.
- Coordinated opening of sales centers, Houston, Texas, Las Vegas, Nevada, Branson, Missouri, Williamsburg, Virginia, Myrtle Beach, South Carolina, and Park City, Utah.
- Assisted with opening of 200 seat call center in Las Vegas, Nevada
- Negotiated Ramada franchise agreement for newly acquired 200 room property, decreasing franchise and reservation fees by a total of 6%
- Identified cross training opportunities for sales administrative and marketing staff in support of the sales process; increased efficiency and reduced staffing expense, while allowing employees to maintain positions even through seasonality decline of business.
- Led the acquisition team of a 1,700 acre, multi use, resort and residential development, to Westgate Resorts. Property consisted of residential housing, short term rentals, RV rental sites, 200 room motel, retail space, food and beverage outlets and meeting space.
 - Provided direction and supported team that developed the master plan for revitalizing the project. Plan included the sales, marketing, renovations, staffing, and overall business development to turn complex into a thriving destination.
 - Negotiated 3rd party vendor contracts to provide amenities to day and overnight visitors; horseback riding, weekly rodeo, airboat rides, sunset cruises, eco swamp buggy tours, bass fishing, bait and retail store, street artists and vendors.
 - Coordinated renovations and grand re-opening of project 8 months after purchase, culminating in large 4th of July, Grand Opening/.

Executive Director of Human Resource Division

1993 - 2003

Direct Reports: 10
Total Employees: 7,000
Total Budget: \$3 million

Top Human Resource professional responsible for: Human Resources, Training, Benefits, Recruiting, Security, Safety and Risk Management.

Education

- Master of Business Administration - University of Central Florida
- Bachelor of Science in Organizational Management - Palm Beach Atlantic University