

ALFREDO H. GONZALEZ

ACCOMPLISHED BUSINESS CONSULTANT AND THOUGHT LEADER

OPERATIONS MANAGEMENT | STRATEGIC PARTNERSHIPS | EXPERTISE IN THE TOURISM INDUSTRY

- **Trusted Leader and Business Consultant**...High integrity, focused and driven leader actively pursuing an opportunity with an organization where strategic vision, decisive management style, and expertise in business analysis and consulting in the Tourism industry will be held at a premium.
- **Transformational Leader** credited with effectively managing international sales and market development for marketing corporations that have included Visit Florida and the Greater Fort Lauderdale Convention and Visitors Bureau, as well as Brand USA.
- **Effective Business Strategist** with a solid track record of working with industry leading airlines and sponsors to increase tourism to target areas, sparking substantial gains in the local economy.

"Alfredo and I have worked together with Visit Florida on various committees and groups. His knowledge of tourism is endless and is well versed in many different aspects. He is passionate about Fort Lauderdale and represents them very well."

**Susan E., Executive Director
Travel Marquette**

■ ■ ■ LEADERSHIP AND MANAGEMENT QUALITIES ■ ■ ■

- *Highly Successful Business Consultant*
- *Expertise in Relationship Management*
- *Experience in the Tourism Industry*
- *Skilled in Air Service Development/ Route Planning*
- *Driving Gains in Revenue and Business Growth*
- *Adept in State and National Tourism Marketing*
- *Experience in Public Relations and Marketing*
- *Forms and Leads Strong Business Strategies*

PROFESSIONAL HISTORY

2017 TO PRESENT: AG HOSPITALITY GROUP, ORMOND BEACH, FL

— FOUNDER/CEO

Fulfills a critical executive leadership role at this consulting firm that serves as a trusted advisor and subject matter expert, providing guidance and direction to clients seeking to build international programs for inbound business.

- Developed a strategic partnership with a hospitality corporation to identify hotel rooms around the world for airline crews.
- Currently negotiating a sponsorship agreement for a Racing Team which, once finalized, will promote the sponsor on race cars in 12 competitions nationwide and secure advertising for the Team on the sponsor's website, valued at \$2.5MM annually.
- Retained by a major coordinator of trade shows, conferences, and meetings to recruit buyers and suppliers for the client's leisure travel conference.

2015 TO 2017: VISIT FLORIDA, TALLAHASSEE, FL

— VICE PRESIDENT OF INTERNATIONAL SALES AND MARKET DEVELOPMENT

Led vision, strategy, and execution for all facets of international sales and market development on behalf of the official tourism marketing corporation for the State of Florida, which serves as Florida's official source for travel planning to visitors across the globe.

ALFREDO H. GONZALEZ

VICE PRESIDENT OF INTERNATIONAL SALES AND MARKET DEVELOPMENT (CONTINUED)

- Orchestrated a diverse portfolio of domestic and international programs designed to bolster the effectiveness of Sales, Advertising, Promotions, Public Relations, and Visitor Services.
- Developed strong relationships within the travel industry and with commercial airlines; administered all aspects of global inbound sales and marketing.

2013 TO 2015: BRAND USA, WASHINGTON DC

– SENIOR VICE PRESIDENT OF GLOBAL SALES AND MARKET DEVELOPMENT

Directed Brand USA offices around the world. Headed the global sales and market development department. This organization is dedicated to marketing the United States as a premier travel destination. Aligned all activities towards the goals of maximizing international tourism, spend, and market share with a focus on improving the image and reputation of the United States in other countries and enhancing the economy.

- Engaged in trade sales, airline development, and overall operations management, supervising a team of eight direct reports.
- Improved the ability of foreign travelers to visit the United States by facilitating agreements that established new airline routes into the country.

1999 TO 2013: GREATER FORT LAUDERDALE CONVENTION AND VISITORS BUREAU, FORT LAUDERDALE, FL

– VICE PRESIDENT OF INTERNATIONAL SALES

Recruited with a mandate to attract new international air carriers to bring service to the Fort Lauderdale/Hollywood International Airport and build up sales with international clients on behalf of the Greater Fort Lauderdale Convention and Visitors Bureau. Coordinated and led strategic planning sessions with key airport officials to brainstorm ways to provide incentives to international airlines.

Early Career

Director of International Sales, Bancor Leaders in Travel, Miami, FL

Director of International Sales, Palace Resorts, Cancun, Mexico

Director of International Sales, Central Florida Investments/Westgate Resorts, Orlando, FL

Director of International Sales, Concord Resorts, Kissimmee, FL

Hotel Operations (Front Office and Housekeeping), Orlando Airport Marriott, Orlando, FL

EDUCATION

UNIVERSITY OF FLORIDA

Bachelor of Arts Degree in Psychology

THE ENGLISH SCHOOL, BOGOTA, COLOMBIA

General Coursework

PROFESSIONAL AFFILIATIONS

Member of the Board of Directors, International Inbound Travel Association (IITA)

Member of the Board of Advisors, Routes Airlines / UBM group

Member of SKAL International

LANGUAGE SKILLS

Fluent in English, Spanish, and Portuguese