

VALERY O'BRIEN



PROFESSIONAL EXPERIENCE

May 2013 to November 2014

**Kamehameha Schools
Community Relations Officer**

Major Accomplishments:

Held Community Meetings for Governmental Approvals on KS Land Holdings

Events Director that were in the Kamehameha Investment , Corp. and

Kamehameha

Schools Land Division – Dinners, Concerts, Employee Relations etc.

Represented Kamehameha Schools for King Kamehameha Day Parade from Draping to Bands and Performances – all Islands.

Jan. 2000 to May 2013

**Kamehameha Investment, Corporation
Marketing Director**

Major Accomplishments:

Responsible for all facets of Kamehameha Investments strategic Marketing and Promotional Programs

Marketed Kalawahine Streamside Homes and Bayview II Estates with the end result in selling out ahead of schedule.

Communicated with landowners, real estate developers, governmental agencies and community organizations on planning, zoning and development matters.

Joint Marketing of hotels, shopping center, activities and home division.

Events Director for Kona Coffee Cultural Festival, Iron Man Check Point, Kamehameha III Annual Concert, Sam Choy's Poke Contest and other Cultural Events, Food Festivals and Dinners.

July 1997 to Dec. 1999

**Victoria Ward Centers
Victoria Ward, Limited
Managing Director Marketing**

Major Accomplishments:

Responsible for all facets of Victoria Ward Centers strategic Marketing and Promotional Programs.

Consistent increase of sales and awareness of Victoria Ward Centers to local and visitor markets.

Responsible for the development of the 3-year strategic plan for Victoria Ward Centers on toward their development of a new 800,000 square foot shopping center in conjunction with the Simon Group.

Reason for leaving: Working for Kamehameha Investment / Keauhou Resort.

March 1996 to 1997

**Horizon/Dole Cannery
Marketing Director/Interim Manager**

Major Accomplishments:

Responsible for all facets of the new 250,000 GLA retail development. Prepared all marketing and leasing programs and managed the implementation of these plans.

More than doubled the occupancy level of the center, and implemented the distributions and communication plans to key visitor markets.

Reason for leaving: Horizon reorganization

1981 – 1996

**Royal Hawaiian Shopping Center, Inc.
Kamehameha Schools/Bishop Estate
Corporate Marketing Director**

Major Accomplishments:

Introduced the marketing and strategic planning process into the Organization upon joining them. Utilizing these processes, the key property, Royal Hawaiian Shopping Center was relaunched as a premium quality, prestigious center. The efforts resulted in the highest performing center in Hawaii and the U. S. Achieved annual sales growth in excess of 30% for the last 5 years of leadership.

The same marketing principles were utilized to achieve the corporate goals at the other centers under my supervision – Windward Mall, Keauhou Shopping Center, Hawaii Kai Towne Center and Royal Hawaiian Shopping Center.

Responsible for the development of the annual marketing plans and managing the marketing department and marketing budgets that exceeded \$1 million per annum.

Reason for leaving: Opportunity at Horizon/Dole Cannery

1970 – 1981

**Westin International Hotels
Guest Services & PR Director**

Major Accomplishments:

Commended in this organization as an Executive Assistant and was promoted to aforementioned position.

Preopening Assistant at the Wailea Beach Hotel, Maui, including the planning and development of the guest services department, the advertising and public relations.

Coordinated all public, community and employee relationship programs for the properties.

Reason for leaving: Wanted less travel due to growing family and the opportunity at Royal Hawaiian Shopping Center.

1966 – 1970

**Halle Bros. Company, Cleveland, Ohio
Administrative Assistant to the President**

Held a variety of clerical and administrative positions.

EDUCATION

Baldwin Wallace School of Music – BA in Music and Minor in Marketing
University of Hawaii – Marketing and Business Degrees
University of Shopping Centers – SCMD Designation
State of Hawaii Real Estate/Board of Realtors

SPECIAL

2008 Pac Rim Special Education – “Family Award”
2005 Easter Seals “Family of the Year Award”
2003 Retail Merchants – “Governor’s Award”

RECOGNITIONS

1999 National Assn.. Deaf – “Golden Hand Award”
1998 Girl Scouts of Hawaii “Thanks Badge”
1997 Shopping Center Person of the Year
1995 International Council of Shopping Centers SCMD
1992 Special Parent Award – State of Hawaii
1988 International Council of Shopping Centers CMD
1985 State of Hawaii Real Estate License – Active
1980 1st Place Aloha Week Parade Float
1975 Westin Hotels Thurston Dupar Award

PROFESSIONAL AFFILIATIONS**2014 to Present**

Board – Easter Seals, Hawaii & Program Chair

2010 to Present

International Council of Shopping Centers – State Director

2009 to Present

Program Committee – Easter Seals, Hawaii

2007 to Present

Board – Mayor’s Advisory Committee on Disabilities

2005 to 2008

Board – Goodwill Industries of Hawaii

2003 to 2009

Board – Easter Seals, Hawaii

2001 to 2005

Board – “Race for the Cure” Susan G. Komen

1998 to 2004

Board – PBS Hawaii

1997 to 2006

Board Member Girl Scouts of Hawaii and Leader

1996 to 2004

Director – Retail Merchants of Hawaii

1996 to 2002

Director – Carole Kai Charities

1994 to 2007

Director – Hawaii Services of Deafness

1993 to Present

Director – Aloha Festivals – President 2003

1986 to 2004

State of Hawaii – Appointed by Governor – Special Education Advisory Council

1980 to Present

International Council of Shopping Centers – State Director 1996-1998

1974 to Present

Hospitality Sales and Marketing – President 1998

1972 to Present

Travel Women Hawaii – President 1993

SPECIAL AFFILIATION

2003 to Present

Special Olympics – Head of Delegation “Mighty Ducks”
Central Oahu Division

PERSONAL REFERENCES

Upon Request