

Outrigger Enterprises Group (April 2013-present)

Executive Vice President, Chief Marketing Officer

- Develop global brand organization and lead implementation of Asia Pacific and Indian Ocean growth initiatives for iconic Hawaii based hospitality company.
- Establish Outrigger brand strategy as premier beach front resort brand in the world while leveraging strong local culture roots and introducing new portfolio for Hawaii and Asia.
- Introduce sustainability platform for company and enhance key strategic relationships with organizations like Polynesian Voyaging Society, University of Hawaii and Hawaiian Airlines.

AEG (September 2009-April 2013)

Executive Vice President, Chief Marketing Officer; President AEG Live

- Led company's global marketing, sales, merchandise, public relations, community relations and creative services business units.
- Directed overall branding and business management of key worldwide assets including LA Live (\$2.5 billion downtown sports and entertainment district completed in 2010)
- Served as asset manager for key properties including the 878 room JW Marriott, 123 room Ritz Carlton Hotel, 224 unit Ritz Carlton Residences, and Regal Cinemas among others.
- Promoted to first President of AEG Live Global Branding division with responsibility for development and production of first BET Experience at LA Live.

HARD ROCK INTERNATIONAL (August 2004- September 2009)

Vice President, Chief Marketing Officer

- Led the organization as primary global brand steward for the Hard Rock properties worldwide, including cafes, hotels, casinos, live music venues, and hardrock.com.
- Introduced new brand architecture, positioning, and identity system while driving compliance thru development of proprietary standards and guidelines.
- Drove improved brand performance leading to increased earnings, robust hotel pipeline, and doubling in company valuation during tenure on leadership team.

LEVI STRAUSS & COMPANY (June 1996-June 2002)

Vice President, Marketing---Levi's Brand

- Drove turnaround of \$1.8MM denim business in US region resulting in first quarterly sales increase in past 6 years.
- Partnered with multiple agencies to create innovative marketing programs such as the NFL '02 Superbowl "Crazy Legs" Supervote, '01 SuperLow "Bellybutton" campaign, and MTV VMA's Best New Artist Award resulting in Effie, Emmy, and Cannes recognition.
- Hired as first Global Marketing Director-Digital to lead digital and traditional media for company worldwide with focus on company's presence on the Internet.

FOOTE, CONE & BELDING, SAN FRANCISCO (March 1989-June 1996)

Vice President, Director of Digital Development

- Initiated first interactive marketing division for client Levi Strauss & Company.
- Launched fully integrated retail division for full service agency after early promotion from media department.

BOARD POSITIONS (below from 2009-2013)

- LA Tourism & Convention Board: Executive committee, Board of Directors and head of marketing committee
- Grammy Museum LA Live: Member Board of Directors and asset manager for ownership group
- STAPLES Center Foundation: Member Board of Directors

EDUCATION

- Stanford University, AB Political Science