

DAVID H. UCHIYAMA



EXECUTIVE PROFILE

Product Development, Sales & Marketing, Operations Management

Knowledgeable: Over 37 years of corporate experience covering product development, service deliverables, sales, advertising, public relations, promotions, partner marketing and civic and community relations. Networked well within the community. Has interfaced with several governmental agencies to accomplish company objectives of implementing new services.

Connected: Cultivated a strong network of key industry leaders from the airlines, hotels, attractions, and ground transportation to corporate organization and state departments and government agencies.

Team-Builder: Cultivated a teamwork environment while aligning marketing and public relations staff for 14 hotel properties towards a common goal.

ROI Focused: Organized the timely execution of strategies within an established financial framework and created tracking mechanisms to monitor return on investment.

Leader and Manager: Oversaw day-to-day operations for 475 employees on four islands. Reconnected personnel with management with open communication and considering input from associates. Through these efforts, was able to greatly improve morale and get company to move forward together. Responsible for improved service levels, product enhancements and scheduling efficiencies, which ultimately attracted \$4.7 million in incremental business. With Hawaii Tourism Authority was able to bring Hawaii out of a tourism slump faster than competitive destinations, achieving consecutive record years in arrivals and expenditures into the state from 2012 to 2014 with 2015 trending ahead of previous year as well.

Analytical: Demonstrated ability to plan, evaluate operational processes and then effectively implement programs with clearly measurable results. Re-tooled scheduling system and man power allocation to capture cost efficiencies and improve service delivery.

Creative: Developed unique, award-winning marketing programs and advertising campaigns including nationally recognized Hawaii regional cuisine effort called *Flavors of Hawaii* that was implemented statewide in all 14 Starwood properties.

PROFESSIONAL EXPERIENCE

Chief Commercial Officer

Island Air

February 2016 – Present

- Responsible for the airline alliances with domestic and international carriers into the state of Hawaii.
- Oversee all Sales and Marketing efforts for Island Air addressing all segments of the business, from corporate to wholesale and retail as well as utilizing all media platforms from traditional to on-line and social media.
- Build out of the airlines Loyalty Program and corporate partnerships.
- Liaison with state agencies and legislative branches relative to tourism and business development.
- Interface with Industry Organizations, hotels, attractions and ground transportation companies.

Vice President, Sales and Marketing

Hawaii Gas

October 2015 – January 2016

- Oversaw a statewide sales force aimed on n growing market share through diversification of energy resources.
- In charge of marketing efforts, advertising, on-line, social media and public relations.

*** Had to leave this position due to my Father-in-Laws passing and having to go to the mainland for an extended period to settle his estate, which is still on going.

VICE PRESIDENT, BRAND MANAGEMENT

Hawaii Tourism Authority

April 2007 – August 2015

- Oversee marketing contractors that represent the state of Hawaii in the major markets of North America, Canada, Korea, China, Taiwan, Japan, Oceania, Europe, Latin America and the Hawaii Convention Center.
- Leads the route development for the state in collaboration with the State Department of Transportation Airports Division. Interface with carriers and their route planning, revenue management departments as well as their marketing departments to ensure the development and sustainability of routes.
- Responsible for managing destination branding components such as, Sustainability of the Hawaiian Culture, Communications, Access (Airline Relations), Product Development, Festivals and Events, County Enrichment Programs, Safety and Security and Career Development.

- Allocated and facilitated a \$92 million marketing budget which addressed all market segments including consumer, wholesale, retail, on-line, convention, incentive and corporate meetings.
- Analyzed markets and market trends through on-going research to identify opportunities and shortfalls in the marketing approach.
- Developed markets utilizing various tactics including addressing navigation through the visa process, supporting airlift, load factors and route yielding, supporting route development as well as the use of charter service for market accessibility and seasonal lift support.

REGIONAL DIRECTOR OF COMMUNICATIONS

Starwood Hotels & Resorts – Hawai'i & French Polynesia

December 1996 – April 2007

- Developed advertising, public relations and promotions strategies for five individual brands for Starwood Hotels & Resort Hawaii and French Polynesia.
- Managed a \$14 million advertising and public relations program which included managing outside vendors, ad agency, public relations firms, individual properties, and Directors of Sales and Directors of Public Relations. Efforts included several award-winning national and local advertising and public relations campaigns.
- Involved in analyzing the operational deliverables in the customer contact areas, with an objective to enhance the customer experience. Customize procedures to suit the leisure guest experience.
- Worked with entertainment companies for entertainment selections (performing artist) that would compliment our destination, hotel and the guest demographics of each of the properties.
- Responsible for maintaining the relationship between the management teams of 18 hotels and the hotel owners.
- Built local and national promotions through partnership marketing and co-operative funding. Successfully developed promotions with partners such as ESPN, Macy's, ABC, Food Network and Bloomingdales.

DIRECTOR OF SPECIAL PROJECTS

Paradise Cruises

April 1996 – November 1996

- Responsible for the creation of the transportation division. Star Transportation.
- Worked with Public Utilities Commission to help gain transportation certification. Lead preparation for hearings with the commission on behalf of the company.
- Review of Dinner Cruise operations and marketing strategy.

VICE PRESIDENT

Gray Line Hawai'i

February 1994 – March 1996

- Oversaw day-to-day operations for 475 employees on four islands. Reconnected personnel with management with open communication and considering input from associates. Through these efforts, was able to greatly improve morale and get company to move forward together.
- Responsible for improved service levels, product enhancements, which ultimately attracted \$4.7 million in incremental business.
- Completed union contract negotiations and relations with the Teamsters and the I.L.W.U.
- Implemented scheduling system that allowed company to schedule personnel, improve vehicle utilization, forecast and strategically plan account and product needs.

CORPORATE DIRECTOR OF MARKETING

Otaka Hotels & Resorts

November 1989 – January 1994

- Consolidated the sales and marketing efforts of three independent hotels under a newly established hotel company comprised of over 2,600 rooms and seven (7) golf courses.
- Managed and administered advertising schedules, travel schedules, tradeshow schedules, and training programs for a sales team of twenty-one (21) members.
- Developed and implemented market positioning strategies to include rooms and food and beverage marketing, sales, promotional and advertising programs geared to each property.
- Monitored and reviewed all budgets, monthly forecasts, room rate sales efficiency studies, negotiations, and sales force productivity.

ACCOUNT DIRECTOR, SHERATON MOANA SURFRIDER HOTEL

Sheraton Hotels in Hawai'i

January 1989 – November 1989

- Re-opened the Moana Surfrider Hotel after a \$55 million restoration, and successfully carried out the hotel's repositioning in the marketplace.
- Developed and implemented sales strategies for potential accounts suited for the re-opening of the Moana Surfrider product.
- Responsible for the development and execution of the sales action plans and their results, in all markets, to hotel occupancy and revenue goals.

DIRECTOR OF SALES, SHERATON COCONUT BEACH HOTEL

Sheraton Hotels in Hawai'i

January 1987 – January 1989

DIRECTOR OF SALES, SHERATON TOWNHOUSE

Sheraton Hotels - Los Angeles

California, April 1985 – January 1987

SALES MANAGER, SHERATON HOTELS IN HAWAII

Sheraton Hotels in Hawaii - Los Angeles
California, August 1983 – April 1985

REGIONAL SALES MANAGER, MID PACIFIC AIR

Mid Pacific Air - Los Angeles, California
July 1982 – August 1983

VISITOR SALES REPRESENTATIVE, MID PACIFIC AIR

Mid Pacific Air - Honolulu, Hawai'i
March 1981-July 1982

CUSTOMER SERVICE AGENT, CONTINENTAL AIRLINE

Continental Airlines – Honolulu
Hawai'i, June 1977 – February 1981

EDUCATION

University of Hawai'i @ Mānoa, Honolulu, Hawai'i, [REDACTED]

INTERESTS

Golf, baseball, basketball and fishing

MEMBERSHIPS

Sheraton Hawaii Bowl Executive Committee
Hawaii Bowl Foundation
Honolulu Japanese Chamber of Commerce
Hawaii Hotels & Lodging Association
Executive Committee for the Grand Slam Club University of Hawaii Baseball
Hawaii Visitors & Convention Bureau Tourism Strategic Planning Committee
SKAL (President Hawaii Chapter 2003-2004)
Oahu Visitors Bureau Marketing Advisory Board
Board of Directors Central Y
Webco Educational Foundation Fund Raising Committee