

**HOSPITALITY INDUSTRY MARKETING EXECUTIVE**

**Core Competencies include:**

**Strategic Business Planning-Team Building & Leadership- Relationship Management**

Marketing professional with extensive industry knowledge and proven record of leading teams to success through effective engagement with stakeholders, application of market data, and alignment of organization efforts with company goals. Expert negotiator and developer of solid relationships with strategic partners across international arenas. Adaptable to evolving business environment, company priorities, and consumer trends. Bi-lingual, multi-cultural results driven leader looking to raise company value and play an active role in the community and the international visitor industry.

**PROFESSIONAL EXPERIENCE and SKILLS**

**Outrigger Hospitality Group - Vice President Market Development (2014-Present)**

- Built and managed Source Market Representation platform for 8 Geographic source market contractors (UK/Germany/France/Russia/Middle East/Japan/Korea/China) serving Outrigger's Hawaii and Asia Pacific portfolio. Established standardized reporting, performance metrics and incentive program to serve property goals through effective communication and accountability.
- Worked with internal stakeholders to explain the business nuances of working with partners and the service expectations of guests to ensure long term growth and viability of business from developing source markets.
- Oversaw contract negotiations and systems connectivity with leading International and Global partners. Initiated International OTA connectivity with accounts such as TRIP.com, RAKUTEN, FLIGGY, INTERPARK, key accounts for penetration into developing market dynamic pricing platforms in Asia. Transitioned smaller wholesale accounts to B2B website platform eliminating manual reservations processes.
- Led effort to engage in marketing affiliate relationship with major corporations, including Japan Airlines, Tokyu Group and JCB Credit Card to expand awareness of the Outrigger Brand.
- Opened Japan Call Center (JCC) to establish in-country "call to action" point for direct consumers. JCC currently serves as a reservations center handling inquiries from direct consumers, brand.com support, and social-care activities for Japanese guests.
- Created business opportunities through relations at the highest levels of leading companies for further expansion and potential property development and management.
- Outrigger History:
  - Vice President Market Development (2014-2025)
    - Opened Kahawai Chapel at Outrigger Reef Waikiki Beach Resort (2025)
    - Established Outrigger Hospitality Japan, Inc. (2024)
    - Opened Middle East Representation (2016)
    - Opened CIS(Russia) Representation (2015)
    - Opened German Representation (2014)
    - Opened French Representation (2014)
    - Opened UK Representation (2014)
  - Vice President Sales & Marketing Asia Pacific (2008-2014)
    - Opened China Representation (2013)
    - Opened integrated JCC Reservation Call Center in Tokyo (2013)
    - Opened Japan Sales Office, transitioned from representative office (2012)
    - Opened Korea Representation office (2009)
  - Corporate Director Sales & Marketing Japan (2002-2008)
  - Director Sales & Marketing Japan (1998-2002)

---

**Jetour Hawaii Inc. - Tour Coordinator to Vice President Purchasing & Planning (1982-1998)**

- Gained experience in travel business working in all aspects of guest services, operations, and senior management. As Vice President, directed purchasing and strategic planning activities in Hawaii working with key stakeholders.

**SELECT ACHIEVEMENTS**

- Successfully “Re-positioned” Outrigger brand and properties in Japan market resulting high brand awareness as verified by Outrigger Brand McKinsey study done in 2020.
- Grew the International source markets in-sync with portfolio growth in Hawaii, Guam and Asia Pacific over a 20-year span. Japan market is Outrigger’s # 1 international Geographic source.
- Successful launch of Cirque du Soleil AUANA Show in December/2024 to key international Geo source markets In Japan, Korea, and China. Consumer awareness will pick up momentum via established key affiliate relationships at each source market.
- Opened Kahawai Chapel at Outrigger Reef Waikiki Beach Resort in 2025. The Kahawai chapel is a collaborative effort with a Japan based operator with the goal to provide authentic Hawaiian wedding experiences to both international and domestic guests.

**Board Membership**

Honolulu Festival Foundation, since 2017

**Awards**

Recipient of Outrigger’s “Chairman’s Award” for executives in 2008.

**Education**

Honolulu Community College/Associate of Arts