

Excellence in Management

SUMMARY: Proven leadership in business operations and communications. Successful track record leading international business operations for global trade show properties. Extensive experience working in show management positions for global trade show production companies as well as account management for numerous entities supporting the trade show / conference industry including convention centers, convention & visitor bureaus, hotels, general service contractors, and registration services.

HIGHLIGHTS

- As CEO of the U.S. subsidiary of a German trade show company, designed, initialized, and managed company reorganization including debt restructuring resulting in greatest annual result in company history and best performance of any global subsidiary in 2016.
- Structured and completed the first sale of private B2B trade show event to a tier-1 public convention center (Sold International Disaster Conference & Expo to the New Orleans Ernest N. Morial Convention Center)
- Structured and implemented the first tier-1 convention center department designed to manage events belonging to a publicly owned convention center and serve as an incubator for viable event ideas presented by the community.
- Extensive experience managing all aspects of trade show & conference operations from both organizer and supporting vendor perspectives including convention facilities, hotels, general contractors, audio/visual production, and show management.
- Proven track record of achieving aggressive goals and objectives, producing exceptional sales revenues through efficient and effective management and leadership

PRIMARY SKILL SET

- Developing and implementing strategic plans and operational processes
- Strong organizational skills with exceptional attention to detail
- Strong project management skills and multi-tasking abilities
- Good interpersonal skills and relationship building
- Strong communication skills with an emphasis on designing and implementing communication plans
- Strong writing skills and creative thinking abilities
- Thorough understanding of managing corporate finances and operational budgets
- Strong team leadership and motivational skills

TOP 15 CORE COMPETENCEIS

- Adaptability / Flexibility
- Communication
- Creative Thinking
- Dealing with Difficult Situations
- Innovation and Initiative
- Integrity
- Interpersonal Relations / Relationship / Network Building
- Planning / Organizing
- Policy Development
- Project Management
- Reading / Writing Skills
- Reliability
- Self Confidence / Self Esteem
- Values and Ethics
- Work Standards

EMPLOYMENT HISTORY

- **June 2017 – Present: Mouton Management Excellence, LLC: Independent Trade Show and Conference Production**
Independent Trade Show & Conference Management for Associations and Independent Show Organizers. Currently working for the American Institute of Architects – Arkansas Chapter, and the International Association of Antarctica Tour Operators. Primary responsibilities include event management and communications.
- **June 2017 – May 2019: President / CEO, Perfect World, Inc. (Trade Show / Conference Management): Atlanta, GA**

Owned and produced the Emergency Management Leaders Conference (EMLC) in partnership with multiple industry associations and government agencies. Job responsibilities included executive business leadership and event management, including operations, sales, marketing, and communication management.

- **July 2014 – June 2017: CEO / Managing Director, NuernbergMesse North America, Inc.; Atlanta, GA**
As the Managing Director of the North American subsidiary, managed the day-to-day operations and control the complete service portfolio of NürnbergMesse North America, which included the management of multiple trade shows in North America as well as North American sales into the global portfolio of NürnbergMesse... a portfolio covering approximately 120 national and international exhibitions. As CEO, managed the overall operations of the North American subsidiary. NürnbergMesse is 1 of the 15 largest exhibition companies in the world and among the top 10 in Europe, with representatives operating in approximately 100 countries. NürnbergMesse North America is one of 5 global subsidiary operations, which includes Brazil, China, North America, Italy and India. Primary responsibilities include business management, staff management, sales management, and marketing / communications management. **HIGHLIGHT:** By 2nd year of leadership, produced first profitable year in 8- year subsidiary history with record profitability in excess of \$1.8m (USD), leading all subsidiaries in profitability across the entire NurenbergMessa GmbH portfolio.
- **July 2012 – June 2014: Director, Trade Shows & Conferences, New Orleans Convention Center; New Orleans, LA**
Responsible for all activities within the department, including management of operational, sales, marketing, and fiscal activities of trade shows and conferences produced by NOPFMI. Charged with identifying event opportunities and managing the execution of the events from conception through delivery. Job duties included industry analysis and due diligence, managing exhibit and sponsorship sales teams, managing all department marketing and communications, vendor procurement, event production and implementation, operations, logistics, and budget management. **HIGHLIGHT:** Responsibilities included the creation, design, implementation, and management of the Trade Shows & Conferences department for MCCNO.
- **June 2008 – July 2012: President / CEO, Imago Trade Shows; Atlanta, GA**
Owned and operated the International Disaster Conference & Expo, produced with the New Orleans Ernest N. Morial Convention Center with the support of the Louisiana Governor's Office, Ridge Global (Honorable Tom Ridge), Cotton Global Disaster Solutions, City of New Orleans, LSU Stephenson Disaster Management Institute, and the Tulane Disaster Resilience Leadership Academy. IDCE was also supported by numerous government agencies and industry associations including FEMA, FEMA International, FEMA Public – Private Partnerships, USAid Office of Foreign Disaster Assistance, U.S. Chamber of Commerce, IAEM, NEMA, ACP, RIA, AidMatrix, ALAN, AirLink, and more. Responsibilities included the creation, launch, development, and management of IDCE as well as executive management of the company and event, including operations, sales, marketing and communications. **HIGHLIGHT:** Structured and completed the sale of IDCE to the Ernest N. Morial New Orleans Convention Center, marking the first sale of a private, B2B program to a Tier 1 Convention Center.
- **June 2007 – June 2008: Trade Show Manager, Messe Frankfurt, USA; Atlanta, GA**
Manage Sales & Marketing efforts as well as operational aspects of the ISH North America tradeshow; a bi-annual event welcoming over 40,000 attendees and 1,800 exhibiting companies. Job duties included staff management, event operations management, sales management, and managing all marketing and communications.
- **March 2005 – June 2007: Director – Sales & Marketing, Sterling Ledet & Associates, Inc.; Tucker, GA**
Direct and manage all sales & marketing programs, policies and procedures, workflow and processes for the company; devise & manage budgets according to corporate goals and objectives; monitor all sales activities and make adjustments where necessary. **HIGHLIGHT:** Produced increase of annual revenue from \$1.2m to \$3.5m within 24 months.
- **May 2000 – May 2002: Trade Show Manager – UP Media Group/CMP Media; Atlanta, GA**
Management of mergers and acquisitions of all trade show and conference properties, product development and launch management, budgeting and forecasting all trade show and conference properties; event site selection; RPF development for all vendors including hotels, convention facilities, general contractors, registration, audio/visual services, destination management, security and transportation; direct and manage efforts of all staff including exhibit and sponsorship sales, conference coordination, marketing, communications, and administration; directing, counseling and training staff regarding administrative and operational policies and procedures; devise and implement programs designed to promote market growth and profitability. **HIGHLIGHT:** Designed and managed the launch of IP-SoC trade show and conference for CMP Media.

- **October 1999 – May 2000: National Sales Manager – Stormont-Trice Hotels; Atlanta, GA**
Responsibilities included growing the financial, medical and pharmaceutical markets for our property through identifying and soliciting opportunities from the northeastern region of the United States. Job duties included sales and event management. Products sold included group room blocks and meeting packages according to IACC standards and requirements. **HIGHLIGHT:** Identified and closed largest sale in property history (Financial market – Wells Fargo annual training program)
- **July 1998 – October 1999: Director of Sales, SSI Productions, Inc.; Atlanta, GA**
Job duties included the creation and implementation of company Sales & Marketing plans, directing and controlling all outside sales staff, developing business opportunities for company growth, monitoring sales efforts and making adjustments when necessary, and directing, counseling and training department personnel regarding administrative and operational policies and procedures.
- **January 1998 – June 1998: National Account Manager, Shepard Exposition Services; Atlanta, GA**
6-Months Training / Internship: Job duties included qualifying, soliciting, and bidding prospective clients for Shepard Exposition Services, producing these events from the early stages of designing floor plans through the conclusion of the event, coordinating projects of all company departments to reach client objectives, and supervising all labor on the event.
- **January 1996 – January 1998: Account Executive, Georgia World Congress Center; Atlanta, GA**
Job duties included negotiating and initiating formal license agreements with clients, maintaining a liaison with the Atlanta Convention & Visitors Bureau, local hotels and suppliers, representing the Congress Center at various trade related functions and conventions, forecasting budgets in appropriate markets and reviewing facility books to suggest movements of accounts to optimize efficiently of bookings.

INDUSTRY AFFILIATIONS

- Society of Independent Show Organizers (SISO)
- International Association of Expositions and Events (IAEE)
- American Society of Association Executives (ASAE)
- Professional Convention Management Association (PCMA)

EDUCATION

- National-Louis University, Lisle, IL: BS - Business Management, December 2012. (Magna Cum Laude); 3.95GPA
- St. Petersburg College, St. Petersburg, FL: Associate of Arts – Business Management, July 1993: GPA – 3.0
- Completed Solution Selling Sales and Sales Management Programs (Sales Performance International), 2007

TECHNICAL

- Database / CRM / SaaS: ZOHO, MS-Dynamics, Sugar, Sales Force
- Microsoft Word, Excel, Power Point, Acrobat, LiveCycle Forms Designer, Microsoft Project
- Fluent with Adobe Creative Products: InDesign, Photoshop, Illustrator, Premiere Pro, Audition
- Fluent with WordPress / Web Design with Multiple WP Themes
- Extensive Experience with Social Media Marketing Platforms and Campaign Management

AWARDS & RECOGNITION

- CMP Media Leadership Development Program – Outstanding Achievement, 2001
- Stormont-Trice Sales Productivity Master - 1999
- Benson Skelton Award Recipient, 1998 – 99; Georgia Society of Association Executives

OTHER

- Longlake Homeowners Association:
 - President, May 2020 – Present
 - Vice President, November 2017 – May 2020
- Sharon Springs Youth Baseball Association:
 - Recreational Baseball Program: Head Coach, 2006 – 2016
 - Allstar Baseball Program: Head Coach, 2009 - 2016
 - Spartans Travel Baseball Program: Head coach, 2017 – 2020

References Available Upon Request