

**PROFILE**

Proven leader and marketing/sales organization manager with demonstrated ability to recruit, train and develop staff. Experienced and trustworthy team builder with ability and willingness to work with and bring together diverse groups of people. Strong writer, speaker and presenter. Seasoned administrator with 16+ years of executive-level experience. Innovative resource manager with skill for identifying key trends and developments.

**CORE COMPETENCIES**

- Politically savvy and effective communicator
- Visionary strategic thinker and planner
- Collaborative coalition builder
- Effective financial/operations manager
- Technologically proficient marketer
- Customer-focused entrepreneur
- High-level relationship manager
- Trustworthy HR recruiter and team developer
- Experienced brand manager
- Effective new business developer

**PROFESSIONAL EXPERIENCE****Latter & Blum, Inc. (with Stirling Properties 2007-2011)****Realtor | Associate Broker | Managing Broker — 2007-Present**

Top-producing award-winning sales agent with expertise in residential, commercial, historic, equestrian and waterfront properties in St. Tammany Parish, the French Quarter and Uptown New Orleans.

**Managing Broker — 2014-2017**

From 2014-2017 Managed the #1 Most Productive Real Estate Office in the Greater New Orleans Area. Recruited, trained and retained an office of +-110 agents from brand new to seasoned mega-producers. Very skilled at diplomacy and creative problem solving.

**Louisiana Travel Promotion Association****President - CEO - Executive Director — 2005-2007**

Lead 700 member, private, non-profit trade association. Implemented a long-overdue restructuring of this 40-year-old organization to bring greater value to members and stakeholders. Manage a \$2.3 million budget. Lobbied legislative issues relative to the interests of membership. Played integral part in the rebuilding of Louisiana's hospitality industry post-Hurricane Katrina (and Rita). Accomplishments include:

- Increased operating efficiency by implementing TQM techniques, technology and common sense
- Developed a more integrated, customer-centric sales and relationship system
- Downsized and created a dynamic working team (from 19 to 10)
- Oversaw the planning of an annual 500+ attendee convention (Louisiana Travel & Tourism Summit)
- Instrumental in securing \$28 million in federal funds for tourism marketing
- Published Official Louisiana Travel Guide for the Louisiana Office of Tourism

**St. Tammany Parish Tourist & Convention Commission****Executive Director — 1995-2005**

Direct eighteen-team member organization, including two visitor centers in state's fastest-growing parish, and manage \$1.3 million annual budget. Cultivate productive working relationships with national, regional and local stakeholders, including travel industry partners, board of directors and key elected officials. During ten-year tenure:

- Visitor spending grew 55% from \$100.69 million to \$156.32 million over 9 year period
- Increased operating revenue from \$340 thousand to \$1.3 million, a gain of almost 300%
- Hotel sales surged 61% from \$13.8 million to \$22.2 million annually
- Created and implemented bold new brand image for destination
- Designed and constructed nationally recognized visitor welcome center
- Team more than quadrupled from 4 to 18 employees

**Marketing Director - Film Commission Director — 1992-1995**

Manage, market and promote area as a compelling destination and film location to key segments of the travel and entertainment industry.

- Attracted range of film and video projects
- Developed database marketing system
- Increased visitor inquiries and sales
- B2B travel trade sales

**Travel Counselor — 1989-1990**

Create positive impression of parish as a highly desirable travel destination and serve visitors politely, professionally and promptly.

**Freelance Photographer & Location Scout — 1988-1990**

Create effective promotional photography for commercial and editorial uses. Preliminary location scout for film and video projects.

**St. Tammany Insurance Agency  
Customer Service Representative — 1988-1989**

Ensure high level customer sales and service.

**Representative Edward J. Deano, Jr.  
Legislative Assistant — 1987**

Communicate effectively with constituents via wide range of communications vehicles including press releases, media interviews, campaign brochures, phone calls and letters and aid in election.

**Louisiana House of Representatives  
Page — 1985-1986**

Maintain legislative calendars and other clerical responsibilities during legislative sessions.

**EDUCATION**

Spring Hill College, Mobile, AL — BA Communications — 1988

**AFFILIATIONS**

Louisiana Rebirth Advisory Board • Louisiana Vice President, Southeast Tourism Society • Treasurer, Board of Directors, Louisiana Travel Promotion Association • Governor's appointee, Louisiana Tourism Development Commission • Member, Past President, Treasurer, Louisiana Association of Convention & Visitor Bureaus • Board of Trustees, LTPA School of Travel & Tourism • Former Board Member, Tour & Travel Research Association - South Central Chapter • International Association of Convention and Visitor Bureaus • Travel Industry Association of America • Charter Partner, SouthCoast USA • Member, Former Treasurer, Louisiana Restaurant Association - Northshore Chapter • Board Member, St. Tammany Economic Development Foundation • Commissioner, St. Tammany Parish Development District • Advisory Board Member, St. Tammany West Chamber of Commerce • Former Commissioner, Covington Downtown Development Commission • Panelist, Louisiana Decentralized Arts Funding Panel • Advisory Board, Greater Covington Junior Service League •

**REFERENCES**

Available upon request.