

Curriculum Vitae

Steven M. Brinkman

8302 Lexington View Lane

Orlando, Florida 32835

C: 407.227.8983

onthebrink4@bellsouth.net



PROFESSIONAL DEVELOPMENT

Sales/Marketing/Entertainment/Communications/Management Executive for 25 years

Sales/Marketing/Communications Consultant, Event Sales Instructor, Sales Director, Director of Tourism Marketing, Vice President of Tourism/Business Development

Resourceful director/instructor with expertise in tourism sales, marketing, entertainment, communications, management, website design, content/promotional writing, consulting, analytics, digital and social media marketing and business development. Proven record of impacting bottom line by devising innovative sales, marketing and business plans. Advanced communicator and writer with ability to effectively interact and instruct at all levels.

CORE COMPETENCIES

Management • B2B and B2C Sales (Inside/Outside Sales) • Marketing Leadership • Communications • Strategic/Tactical Planning • SWOT and GAP Analysis • Market and Competitive Analysis • Team Building • New Product Launch • Client Relations • Event Planning Presentations/Instruction • Customized Advertising • Budget Management • Product Management • Contract Negotiations • Business Plans • Design Studies • Website Design/Content Writing • Edit & Create Original Content & Existing Content • Professional Writer/Blogger • Analytics • Entertainment Management

EDUCATION

Master of Music Education (4.0 GPA)

ILLINOIS STATE UNIVERSITY, Normal Illinois

August, 1986

Thesis: Nonverbal Communicative Behavior of Wind Ensemble and Band Conductors

Bachelor of Music Education (Cum Laude 3.86 GPA Major; 3.72 GPA Overall)

ILLINOIS STATE UNIVERSITY, Normal, Illinois

May 1982

Emphasis: Teaching/Instructing

EMPLOYMENT HISTORY

THE UNIVERSITY OF CENTRAL FLORIDA ROSEN COLLEGE OF HOSPITALITY
MANAGEMENT, Orlando, Florida

Visiting Professor/Instructor

August 2017 to present

I am currently a visiting professor/instructor in the Tourism, Events and Attractions department. Courses being taught in the 2017-2018 year include:

- Event Sales
- The Event Industry
- Event Operations
- Event Services

MODSPACE, INC., Orlando, Florida

Regional Sales Manager, Florida-Georgia (Southeast)

April 2017 to July 2017

I was responsible for leading 11 territory sales managers and developing growth in the Florida/Georgia Southeast Region. On a daily basis, I conducted assessments of each territory sales manager, monitored the Salesforce CRM, forecasted, reporting and drove profitable growth.

REPUBLIC SERVICES OF ORLANDO, INC., Orlando, Florida

Commercial/Industrial Growth

June 2016 to April 2017

I was responsible for responding to all RFP's/bids as well as implementing sales calls to the tourism/hospitality industry to maximize sales volume and drive targeted profitable growth. Responsibilities included:

- *Responding to all RFP's to drive market growth and revenue*
- *Identify viable leads, manage prospects and acquire new, profitable commercial, industrial and recycling business to meet and exceed monthly established targeted revenue goals.*
- *Utilize the Company's Contact Relationship Management ("CRM") tool on a daily basis.*

Key Achievements:

- Won \$1.2 million bid with the Greater Orlando Aviation Authority (Orlando International Airport)
- Won \$450,000 bid with Valencia Community College

How does this job experience benefit UCF? *The experience of coordinating all responses to RFP's as well as writing/implementing multiple competitive analysis, marketplace analysis and managing the CRM sales funnel on a daily basis can effectively be translated into instructing students on how to succeed with the seven steps of sales, from prequalifying/prospecting to closing the sale. In addition, this experience will benefit instructing the students how to write sales and marketing plans, SWOT analysis, GAP analysis, market analysis, request for proposals, role playing, presentations and more.*

REPUBLIC SERVICES OF ORLANDO, INC., Orlando, Florida
Sales Supervisor

November 2014 to June 2016

On a daily basis, I planned, organized, directed and coordinated the activities of the sales function for the Orlando division/business unit to maximize sales volume, drove targeted profitable growth and professionally developed the sales staff. Responsibilities included:

- *Provided assistance to field sales leadership in the implementation and execution of business strategies and marketing plans.*
- *Supervised a staff of 11 sales professionals and participated in hiring, training, coaching and performance management. Top 5 Company Sales Results in the U.S. in 2014.*
- *Supervised sales personnel in the effective implementation of the Company's pricing initiatives; partners with leadership to ensure that budgeted pricing metrics were being achieved.*
- *Met regularly with sales personnel and management to review sales activity funnel (CRM), customer retention and relationship activities, reviewed sales performance compared to goal and production.*
- *Ensured the sales professionals' effective use of the company's CRM tool to develop robust information profiles on prospective customers and facilitate acquisition of new customers.*
- *Maintained an awareness of market behavior and competitive trends in Orlando market to anticipate changing customer needs; proactively managed customer base.*
- *Coaching/Training/Lecture/Discussion on sales topics at weekly sales meetings.*

How does this job experience benefit UCF? *The experience of managing a sales team, ensuring they meet/exceed revenue goals as well as managing the CRM sales funnel on a daily basis can effectively be translated into instructing students on how to succeed with the seven steps of sales, from prequalifying/prospecting to closing the sale and managing a sales staff with CRM implementation and meeting revenue goals.*

INDEPENDENT CONTRACTOR/ADJUNCT INSTRUCTOR, Orlando, Florida**Sales & Marketing Consultant/Communications**

October 2009 to Present

Adjunct Instructor at the University of Central Florida (Event Sales). Instruct Event Sales as a 3000 level course for juniors and seniors. This includes instruction on how to succeed with the seven steps of sales, from prequalifying/prospecting to closing the deal. Furthermore, I instruct the students how to write sales and marketing plans, SWOT analysis, GAP analysis, market analysis, request for proposals, role playing, presentations and more. As an independent contractor, I performed extensive research to design and write/create content for multiple tourism websites, implemented marketing programs, and managed a student tour operator sales staff. Architect for U.S.'s first commission-free group travel website (www.grouptravelodyssey.com). Customized tourism group sales programs for shopping centers. Professional writer/blogger and communications including Public Relations, press releases and more.

Clients Include:

- *University of Central Florida: Adjunct Instructor – Event Sales (2014 – Present)*
- *Group Travel Odyssey LLC: Created first tourism commission-free group travel website; social media (2011 – 2014)*
- *Kaleidoscope Adventures, Inc.: Marketing, new website design, published articles, managed sales team (2009 – 2014)*
- *Old Town Shopping, Dining & Entertainment Center: Created group tourism sales programs and performed sales calls (2009 – 2010)*
- *OrlandoFest, Inc.: Content writing for tourism music festival website, creative advertising, festivals (2011 – 2012)*

Key Achievements:

- Increased leads by 150% to Kaleidoscope Adventures via lead generation submission forms on website.
- Increased sales for Kaleidoscope Adventures by 30% in one year.
- Increased group sales visitation to Old Town by 41% in one year.

How does this job experience benefit UCF? *The experience of leading marketing programs for each of the above-mentioned clients as well as performing group sales for Old Town and managing the sales team for Kaleidoscope Adventures can translate into teaching students effective hospitality/tourism sales and marketing programs that work into today's industry.*

KISSIMMEE CONVENTION & VISITORS BUREAU, Kissimmee, Florida

Director of Tourism Marketing

October 2011 to February 2012

Developed and managed a \$6 million tourism marketing/communications budget. Directed a marketing staff of seven. Created and coordinated tourism marketing plans and programs by means of targeting domestic and international markets, developing the message, identifying media (print, digital, etc.), and designating calls to action. Measured, monitored and reported on tourism marketing programs to Executive Director. Created overall direction of digital and print media both in-house and with creative ad agency. Directed the selection committee for a new cvb website. Worked with area stakeholders to obtain feedback on Bureau performance and to improve communication of Bureau marketing efforts and goals.

Key Achievements:

- Contracted and planned new 200+ page website.
- Strategic planning for the destination.

How does this job experience benefit UCF? *Leading a \$6 million marketing/advertising budget, including digital and print, as well as working with area/destination stakeholders, county commissioners and leading tourism officials can translate into teaching students what the hospitality marketing/advertising industry requires on cvb level.*

SUNSATONAL RECEPTIVE TOURS/MY GROUP NOW, Orlando, Florida

Vice President of Marketing/Business Development

February 2006 to February 2009

Developed customized and targeted group tourism marketing/communications programs that included advertising, graphic design, public relations and selling ad space for a yearly 100 page catalog. Applied adept writing skills to construct tourism business plans, strategic/tactical plans and design studies. Conducted SWOT and GAP analysis. Managed staff of five employees with a \$500K budget. Devised results-oriented business, marketing and angel investor plans for mygrouponow.com, the first commission-based domestic group travel website in the U.S. Assisted in designing four Central Florida group travel destination websites. Created and implemented the discovery and requirements gathering phase using project and systems life cycle for each tourism website.

Key Achievements:

- Netted \$150K+ in seed/participation money for websites.
- Established relationships with major brands such as Disney, Universal Theme Parks, Choice Hotels and IHG Hotels.
- Assisted in developing prototype demonstration and registration beta sites.
- Gained business support by creating outstanding population/participation plans
- Secured \$100K+ in advertising sales for My Group Escort catalog.

How does this job experience benefit UCF? *Developing a commission-based group travel website as well as developing business plans and angel investor plans can translate into teaching students how to write plans for starting a new hospitality/tourism business and website.*

BELZ ENTERPRISES, Orlando, Florida

Director of Tourism Marketing

January 2003 to November 2005

Performed extensive and comprehensive research to design and implement tourism marketing programs for three Orlando malls: Festival Bay Mall, Belz Factory Outlet World and Belz Designer Outlet Center (total of 2.1 million sq. ft.). Developed tourism management B2B and B2C programs for convention markets, SMERF markets including leisure tour and travel (domestic and international), motor coach, sports, church, reunion, and hotel guest services for one of the largest commercial and industrial real estate developers nationwide. Interfaced with tour operators and meeting planners to bring groups, conventions and individual travelers to malls. Coordinated all advertising and public relations for each mall with advertising agency. Coordinated all tourism event management including events such as The Amazing Race auditions, Miss Hawaiian Tropic and more. Budget management, product development, branding, tourism presentations and entertainment management.

Key Achievements:

- Increased motor coach tour arrivals from 300 (2003) to 1,000+ (2005) at three centers.
- Assisted in boosting number of customers from 1.5 million in 2003 to more than 2.5 million in 2005 by creating and implementing successful sales and marketing programs at Festival Bay Mall.
- Assisted in creating television commercials, radio commercials and an aggressive communications strategy which propelled the three malls into the most visited malls in Orlando.
- Contracted all entertainment for Festival Bay Mall for events and more.

How does this job experience benefit UCF? *Developing sales and marketing programs from inception to success as well as contracting entertainment for every event can translate into teaching students entertainment management, tourism sales and marketing (end to end services).*

OLD TOWN SHOPPING, DINING & ENTERTAINMENT CENTER, Kissimmee, Florida

Director of Tourism Sales

July 1995 to January 2003

Event Management included hiring event entertainment for weekly events. Implemented tourism sales and marketing programs to broaden the customer base including tourists and locals. Performed tourism B2B and B2C sales with domestic and international tour operators. Managed a sales and marketing staff of three employees with a \$250,000 budget. Planned and facilitated events and attended tourism trade shows including ABA, NTA, SYTA, LaCumbre, MPI, PCMA and POW WOW. Leased stores and restaurants within the center. Directed the Merchants Association Tourism Marketing and Planning Committee. Budget management, product development and motivational speaking.

Key Achievements:

- Increased visitation via marketing programs touting a new rehabilitation project of center.
- Doubled visitors from 1.5 million (1995) to 3 million+ (2003) through development and implementation of highly effective sales and marketing plans.
- Increased motor coach tour arrivals from 125 (1995) to 1,000+ (2003).
- Hired entertainment for every event and for all Friday and Saturday Night Car Cruises.

How does this job experience benefit UCF? *Developing sales and marketing programs from inception to success for many markets as well as contracting entertainment for every event and on a regular basis for the Friday Night and Saturday Night Car Cruises can translate into teaching students entertainment management, tourism sales and marketing.*

THE MERCADO, Orlando, Florida
Director of Tourism Sales

January 1990 – July 1995

Performed tourism group sales, FIT, corporate, convention and guest services sales and marketing tasks. Performed tourism B2B and B2C sales with domestic and international tour operators and meeting planners. Performed sales calls to guest service/concierge markets in the International Drive and Lake Buena Vista resort areas. Budget management, product management and client relations. Hired courtyard entertainment on a weekly basis.

Key Achievements:

- Increased visitation from 2 million visitors (1990) to 2.6 million visitors (1995).
- Increased motor coach tour arrivals from 220 (1990) to 600+ (1995).

How does this job experience benefit UCF? *Developing sales and marketing programs from inception to success for many markets as well as contracting entertainment for on a weekly basis for the Mercado Courtyard can translate into teaching students entertainment management, tourism sales and marketing.*

HIGH SCHOOL BAND DIRECTOR, Danbury Texas, Normal Illinois and Orlando, Florida
Director of Bands

July 1982 – June 1989

Managed daily operations of school band program. Instructional specialist implementing curriculum assessment, development, and scheduling. Conducted wind ensembles, symphonic bands, concert bands, jazz bands, marching bands, winter guards and pep bands. Instructed music theory classes. Associate director responsibilities for Suncoast Sound Drum & Bugle Corps and was one of the four founders of the Magic of Orlando Drum & Bugle Corps.

How does this job experience benefit UCF? *Having a music education background and running music programs on both the high school and college levels, coupled with the entertainment experience and tourism sales and marketing experience from all of the above-mentioned jobs can translate into teaching students a well-versed tourism sales and marketing program as well as entertainment management for the Rosen College of Hospitality Management.*

AWARDS/RECOGNITION/COMMITTEES

Committee Member

Visit Florida

November 2011 – March 2012

Was awarded a position on the Visit Florida International Marketing Committee in 2011-2012.

Chairman of the Orientation Committee

American Bus Association

January 2006 – January 2007

Was awarded Chairman of the Executive Orientation Committee for the American Bus Association 2006 Marketplace Convention.

Board Member of the Marketing Advisory Committee

American Bus Association
January 2005 – January 2006

Was elected as a board member of the Marketing Advisory Committee for the American Bus Association in 2005.

Member of the Orlando/Orange County CVB Tourism Marketing Committee

Orlando/Orange County Convention & Visitors Bureau
February 2003 – February 2004

Was awarded a member of the Orlando/Orange County Convention & Visitors Bureau Tourism Marketing Committee from 2003 through 2005.

Executive Board Member of the Domestic Group Travel Association

Domestic Group Travel Association
September 2000 – September 2003

Was awarded an Executive Board Member role with the Domestic Group Travel Association of Florida from 2000 through 2003.

Co-Chairman of the American Bus Association Marketplace Convention

American Bus Association & Kissimmee/St. Cloud CVB
January 2001 – January 2002

Was awarded the Co-Chairman position of the American Bus Association Marketplace Convention in 2002.

COMPUTER SKILLS

Proficient on the following programs:

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Wordpress
- Sales Force
- Webcourses

PUBLICATIONS

Online Group Travel Articles

2009 to Present

44 published group travel articles are included on the following online article companies:

- Examiner.com
- SelfGrowth.com

- RonitRozen.com
 - ArticleContentKing.com
 - ArticlesBase.com
 - GoArticles.com
 - Amazines.com
 - PromotionWorld.com
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PERSONAL INFORMATION

Date of Birth: September 27, 1960

Sex: Male

Race: White

Marital Status: Married with three children

INTERESTS

- Tourism sales, marketing, management, communications and instruction
 - Entertainment Management
 - Creating/designing websites
 - Spending quality time with my family
 - English roadsters (sports cars)
 - Sailing
 - Exercising
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