



June 8, 2022

To: Mayor Jerry L. Demings
-AND-
County Commissioners

From: Byron W. Brooks, AICP, County Administrator

A handwritten signature in black ink, appearing to read "BWB".

Subject: Appointment to the Visit Orlando Board of Directors
DISCUSSION AGENDA ITEM JUNE 21, 2022

On April 28, 2009, the Board of County Commissioners approved an addendum to the 2007 Tourism Promotion Agreement between Orange County and Visit Orlando. The addendum to the existing agreement increased the reporting obligations of Visit Orlando and provided for additional oversight of travel and entertainment expenditures and executive compensation. The addendum also provided for two appointees of the Board to serve on the Visit Orlando Board of Directors. The additional Board representatives may not be elected officials or members of the Tourist Development Council.

One of the Board's representatives, Yogita Inamdar, recently resigned and therefore shall need to be replaced. At the June 21, 2022 meeting, the Board will be asked to appoint an individual to succeed Ms. Inamdar.

The following nominations have been received by the Agenda Development Office:

Mayor Demings:	Dr. Evelyn Cardenas
Commissioner Uribe	Chris Jaskiewicz
Commissioner Wilson	Stephen Facella

The candidates' bios/resumes are attached for your review. The term will expire December 31, 2022. If you have any questions, please give me a call.

ACTION REQUESTED: Visit Orlando Board of Directors Appointment.

Attachments

BWB/cjg

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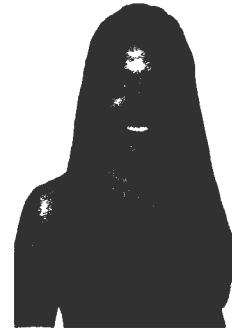
Innovator

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EXPERIENCE

President & CEO

Central Florida Auto Dealers Association, Inc / CFADA Foundation

10/2017- Ongoing Orlando, FL

- Lead trade association creating growth, improving member engagement, & generating new revenue streams

Adjunct

St. Ambrose, Davenport, Iowa; SNHU, Online; IWU Online

08/ 2014 – Ongoing

- In-person and online graduate and undergraduate business, management, international business, leadership, organizational behavior, and marketing courses

Business Consultant

Self-Employed

05/2016 – 09/2017 Nationwide

- Led domestic & international growth initiatives for IT start-ups
- Created transformation strategies for private businesses

Manager

Pearson

12/2014 – 05/2016 Portfolio Manager

- Managed multi-million-dollar portfolio of IT programs as well as leading internal strategic initiatives

05/2011 – 12/2014 Project Manager

- Managed multi-million-dollar IT portfolio

Business Consultant

Self-Employed

05/2009 – 04/2011 Nationwide

- Led domestic & international initiatives growing revenue & profit

Manager

VJ / NNW, Inc

07/1997 – 5/2009 Nationwide

- Positioned firm to operate in new markets creating new income streams doubling revenue & profit

Boards: EOCC, SSC Foundation >> Associations: NADA, FADA, ASAE, FSAE, IAEE, PMI >> School Councils: ASE, SSC, OTC, oTech, Marion Co., Keiser >> Government: OC Planning and Zoning Commission >> Chambers: EOCC, WOCC, LNRC, OEP

EDUCATION

Ph.D. in Marketing

Northcentral University

MBA in Business

University of Iowa

BBA in Marketing & BA in

International Studies

University of Iowa

CAREER SUMMARY

Transformation Guru

Track record of transforming struggling organizations & processes

New Market Champion

Domestic and international market penetration skill

People Champion

People, processes, & systems integration success

Lifelong Trainer and Educator

Empowering professionals to succeed

VISION

To live in a world where innovators thrive.

PUBLISHED RESEARCH

Reciprocity between multicultural millennial and Gen Z buyers & American sellers.

CHRIS JASKIEWICZ



Named a CEO of the Year for 2021 and a Business Leader of the Year in 2020, Chris is President and CEO of ICON Park, a \$300 million 20-acre entertainment destination featuring 40 restaurants, bars, attractions, stores and one of the world's largest observation wheels. He is a business executive and P&L leader with expertise launching and operating companies in the hospitality, real estate, entertainment, sports, and consumer product industries.

Starting his role in 2018, Chris set out to establish ICON Park as the best short stay destination in Florida. After leading an assessment of the brand, guest experience and design, Chris restructured and rebranded the property, creating best in class guest service training for employees, directing capital improvement projects, producing high profile public events, and elevating marketing strategies. These dynamic improvements led the property in 2019 to be identified by *USA Today* as the #1 Orlando attraction for families and by *Forbes* magazine as a top destination.

After the onset of the COVID-19 pandemic in 2020, Chris was the first attraction executive to present to the Orange County Economic Recovery Task Force, positioning ICON Park as a leader in the re-opening of Orlando. He then led the formation of the Orlando Entertainment District to attract locals to International Drive. During the COVID recovery period, Chris led ICON Park's lease signings with new tenants Gordon Ramsay Fish & Chips, Build-a-Bear, Sloppy Joe's, Family Entertainment Group, Brother Jimmy's BBQ, the opening of Blake Shelton's Ole Red and the Museum of Illusions, the construction of ICON Park's Wheelhouse Bar, SkyBar, and the renovation of the Wheelhouse. Within a two-month period in the summer of 2021, ICON Park hosted Blake Shelton's concert at Ole Red, announced the signing of Gordon Ramsay, and hosted *NBC Nightly News with Lester Holt*. As a result of these successes, Chris was named a 2021 CEO of the Year and "Game Changer" by *Orlando Business Journal*. and a 2020 Business Leader of the Year for tourism by *I-4 Business Magazine*.

Prior to returning to his hometown Orlando in 2018, Chris was President of two divisions of a 100-year-old real estate company in New York City, managing strategy, operations, and a \$100 million P&L for a 3.5 million-square-foot luxury apartment, retail, and office real estate portfolio, with 4,000 residential and 35 commercial tenants. Concurrently, as Chief Operating Officer and General Counsel, he led corporate contract negotiations, public and community relations, marketing, risk management and human resources.

Chris has been cited by the *Wall Street Journal*, *The New York Times*, and *Bon Appetit* as an expert in hospitality and real estate trends because he conceived and implemented strategies to build brand awareness and a differentiated customer experience and is credited for leading a nationally recognized "food hall" trend in real estate development – from concept and design through construction, vendor selection, and marketing – that directly engages consumers and generates superior customer attraction, tenant retention and net operating income. He also built a new property management division to manage his company's luxury residential portfolio, replacing third-party management and establishing greater control over the portfolio with new systems to measure and manage apartment vacancies, tenant retention, rent objectives, and operating cost management.

Prior to being hired by his client where he worked for 15 years, Chris was a lawyer in Manhattan for one of the world's largest law firms, Proskauer Rose LLP, where he assisted clients in the sports, entertainment, and real estate industries. Chris began his professional career prior to law school at PepsiCo as a District Sales Manager.

Chris is a member of the boards of Junior Achievement of Central Florida, International Drive Resort Area Chamber of Commerce, and Entrepreneurs Alliance of Orlando.

STEPHEN FACELLA

STEPHEN@FACELLA.ME / 407.399.9295

PROFESSIONAL EXPERIENCE

- 2018 - Marriott Vacations Worldwide Corporation** **Orlando, Florida**
Present *Director, Sales and Marketing Training – Sales Operations*
- Developed the diverse global Marriott sales force of over 800 Associates located at over 30 sales offices across The Americas, EMEA, Asia, and Polynesia while ensuring a standardized process and methodology is followed for all guest experiences within the sales line of business with consideration for and adaptation to multiple language and cultural differences.
 - Created and implemented leadership development programs for RVP, VP, Director, Trainers, Closers, and Sales Executives with on-going support and accountability toward site, personal, and company goals with annual revenues **in excess of \$1billion**.
 - Partner with internal executive leaders, stakeholders, and team members across the globe to drive sales operations in an efficient and profitable manner.
- 2006 - Wyndham Vacation Ownership** **Orlando, Florida**
2017 *Director, Sales Operations*
- Corporate Director in a department with a P&L responsibility of **\$1.8 billion** and cash flow of **\$550 million** serving more than 90 North America and Hawaii sales offices with 3,000 Sales Executives and 1,500 Marketing Associates.
 - Traveled to various sales centers each year observing, reporting, suggesting, and implementing solutions and improvements to ensure optimum operational efficiency leading to increased profits and decreased operational costs.
 - On-boarded newly promoted or externally hired field-based Directors, VPs and SVPs to the Wyndham way of doing business ensuring their new area of responsibility transitioned successfully while no gaps in sales commitments occurred.
 - **Increased net operating income** more than **\$980,000.00** across eight sales locations during Q1-2015 by creating a newly designed sales program creating more customer touchpoints during the sales life cycle and **decreasing cost of customer acquisition by 48%** at these locations.
 - Strategized with C-level, EVP, SVP, and VP executives of various departments and responsibilities to create and implement programs that increase profits and improve performance of our Associates across the entire company while driving behavior to fulfill annual company-wide strategic intents.
 - Served as the voice of field-based sales and marketing leaders and associates in the board room amongst various corporate business partners ensuring their needs are heard in company short and long-term strategic plans.
- Senior Sales Manager* **Pompano Beach, Florida**
- Senior Manager amongst a group of six managers and an average of 40 Sales Executives producing **\$42 million** in annual sales.
- Area Director of Sales Training* **Washington, D.C. Area**
- Lead sales training at two different Northern Virginia and one new-build Maryland sales locations producing more than **\$70 million** in annual sales.
 - Facilitated a six-day training curriculum for all newly hired sales executives focusing on company culture, process, product knowledge, discovery questioning and closing techniques with an overall new-hire **Volume Per Guest** average of **\$4,371.00**
 - Increased new hire sales **7.9%**, which contributed over **\$19 million** in additional **net** revenue within my first year.

PROFESSIONAL EXPERIENCE

Wyndham Vacation Ownership – *continued*

Recruiting Manager

Alexandria, Virginia

- Created staffing budgets, designed print, internet, and radio ad campaigns and represented Wyndham Vacation Ownership and Wyndham Worldwide at career fairs.
- Implemented a more selective hiring process which lowered attrition by 24% in 2008 compared to 2007. After taking over the position, the area's staffing goals for both sales and marketing were exceeded for the first time in more than two years.

Sales Executive

Las Vegas, Nevada

- Introduced guests to Wyndham Vacation Ownership through a same-day presentation and close.
- Consistently performed within the top five of up to 90 sales executives during any given month.

2002 - Walt Disney World Company

Lake Buena Vista, Florida

2005 *Guest Service Manager, Epcot and Disney's Animal Kingdom*

- Responsible for leading, training, coaching and mentoring a diverse team of more than 180 unionized custodial Cast Members to uphold the Disney standards of cleanliness known throughout the world.

Event Guide Coordinator, Magic Kingdom Event Group

- Functioned in a team environment to produce convention, park buy-outs, as well as hard-ticket holiday themed, media, and all other special events for parties exceeding 10,000 guests.

EDUCATION

2018 Western Governor's University

Salt Lake City, Utah

Master of Business Administration – In Progress

2005 University of Central Florida

Orlando, Florida

Bachelor of Science

Member and Officer of Eta Sigma Delta Academic Honor Society

PROFESSIONAL AWARDS, MEMBERSHIPS, AND COMMUNITY VOLUNTEER SERVICE

American Resort Development Association (ARDA) - ARDA Award nominations are written without any identifiable information and contain reportable metrics and testimonies of colleagues and peers. Judging is blind to the company or brand and Judges are from competitor companies. This is the highest honor of award within the industry.

- **2019 Award Winner – Best Sales Training Program**

- **2014 Award Winner – Best Group Project**

Awarded for my leadership in the creation of a new company-wide program and processes leading to the retention of \$42 million in business. That program and process has expanded from one brand to all Wyndham brands, and is still in effect today.

Wyndham President's Council Inductee

President's Council is awarded to the number one producer at each sales center. I was inducted in 2010 out of more than 80 of my peers.

Commonsense Childbirth – Vice Chair of the Board, 2012 - Present

Commonsense Childbirth is a non-profit organization established to support the birthing mother along with the father, family, community providers, practitioners, and agencies charged with their care. CSC works to prevent low birth weight, prematurity, infant mortality, and maternal mortality rates that remain particularly high in minority and disenfranchised populations for Women in Central Florida who want care, regardless of their ability to pay.

Innovation Montessori Ocoee – Green Committee Member, 2017

IMO is a preschool and K- 12 Public Montessori School in Ocoee, FL. As a member of the Green Committee, I was responsible for designing, procuring, and project managing the installation of three solar arrays and one solar flower that currently offsets the majority of the school's electric needs.

OUTSIDE EXPERIENCE

2018 - BlueStreak Training

Alexandria, Virginia

Present *Co-Owner*

- BlueStreak Training is an online virtual training company for corporations and individuals offering a complete curriculum of personal development, body language, sales, and relationship training.
- Worked with Fortune 500 companies to procure enterprise contracts for their employees' access to BlueStreak's Learning Management Software System.
- Liaise with a group of independent sales contractors to sell the software to their own books of business.
- Lead production scheduling and direct post-production work for new content development.

2018 - Dexter's Lake Mary

Lake Mary, Florida

Jan *Co-Owner*

2021

- Established in 1984, Dexter's is a 200-seat full-service restaurant, bar with live music, and weekend brunch spot with a strong local following producing in excess of \$3 million in sales each year.
- Implemented formal cost controls, negotiated long-term vendor contracts, and wrote formal staff training policies.
- For the first time in the history of the restaurant, provided offers of full-time health and welfare benefits to the staff of 80+ by using the savings from vendor negotiations and local cost controls to fund a benefit plan.

Winter Garden Pizza Company

Winter Garden, Florida

2019 - *Co-Owner*

Jan

2021

- Established in 1990, Winter Garden Pizza Company is a 100-seat full-service restaurant.
- Implemented formal cost controls, negotiated long-term vendor contracts, and wrote formal staff training policies.
- Lead the full-time management team who oversees a staff of 35.
- Successfully guided the operation through government shut-downs and restrictions during the Covid-19 Global Pandemic.
- Increased sales, profitability, and morale despite the Covid-19 Global Pandemic.
- Returned every single employee back to work after government shut down.
- Made countless in-roads within the community and media providing zero-cost advertising and marketing for the operation.