



ORANGE COUNTY MAYOR

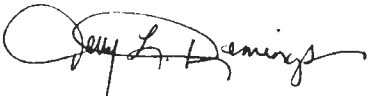
**Jerry L. Demings**

P.O. BOX 1393, 201 SOUTH ROSALIND AVENUE, ORLANDO, FL 32802-1393

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April 11, 2023

TO: Commissioner Nicole Wilson, District 1  
Commissioner Christine Moore, District 2  
Commissioner Mayra Uribe, District 3  
Commissioner Maribel Gomez Cordero, District 4  
Commissioner Emily Bonilla, District 5  
Commissioner Michael "Mike" Scott, District 6

FROM: Mayor Jerry L. Demings 

SUBJECT: Managerial Appointment – Convention Center Manager, II  
**Consent Agenda – May 2, 2023**

The purpose of this memo is to request approval of the managerial appointment of Ms. Keri Burns as the Manager II responsible for the Orange County Convention Center Sales Division. The Orange County Convention Center (OCCC) proudly serves the public with integrity, honesty, fairness, and professionalism. Comprised of approximately 7 million square feet, the 400-acre campus provides key resources required to attract convention and tradeshow business to the Central Florida region, contributing to Economic Development through the collection of Tourist Development Taxes.

As Manager II, Ms. Burns will oversee the daily operations of the Sales Division as well as provide leadership and development opportunities for the staff she oversees. She will also develop business opportunities for the Convention Center and represent the OCCC in client-related activities to ensure successful events are developed and implemented. This position will also work cooperatively with other divisions within the Center and external organizations like Visit Orlando, I-Drive Chamber, and the hotel community.

Ms. Burns is a tenured professional with core competencies including leadership and development, marketing and communications, association and event management, as well as existing professional relationships throughout the Central Florida Hospitality community. Her most recent position with Florida Restaurant & Lodging Association and previous positions with Ballantine Management Group and Edlen Electrical have provided her with the skills and experience to make an immediate impact on our planning and development of our strategic plan as well as continued development of the relationships with area stakeholders which is vital to our success.

Ms. Burns' appointment will be effective the first full pay period following Board approval at an annual salary of \$140,920.

**ACTION REQUESTED:** Confirmation of the Mayor's managerial appointment of Ms. Keri Burns as Manager II, Orange County Convention Center

Attachment: Resume

cc: Byron W. Brooks, AICP, County Administrator  
Ray Walls, Deputy Director, Convention Center  
Eric Blanc, Deputy Director, Convention Center  
Yvette Best, Human Resources Director, Human Resources Division

# KERI BURNS

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<https://www.linkedin.com/in/keri-burns-66313212/>

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## CORE COMPETENCIES

Leadership and Development • Marketing and Communications • Association and Event Management

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## EXPERIENCE

### **Regional Director**

**Florida Restaurant & Lodging Association**

**June 2019 – Present**

- Manage and direct all membership related functions including sales and retention, engagement, and partnerships.
- Develop annual budget for meetings, events, and sponsorship
- Direct and collaborate with Regional Board of Directors.
- Partner with local organizations and educational institutions to further the mission of the organization.
- Organize and monitor grassroots efforts as directed by state leadership.
- Facilitate all regional board meetings and activities.
- Plan and execute events for the purpose of raising funds for local projects as well as increasing the visibility of the chapter.
- Develop and maintain annual budget and meet sales and revenue goals.
- Represent FRLA at political functions including PAC fundraisers and candidate interviews.
- Organized and lead regional presence in Tourism Day Program.
- Attend and support all state and regional board meetings, tradeshow and conferences and other corporate events.
- Manage legislative initiatives related to hospitality industry, specifically Amendments 2 & 3.
- Represent the hospitality industry through local media interviews.

### **Assistant Stage Manager – STARS Youth Program & Event Coordinator**

**January 2013 - Present**

**Universal Studios Orlando • Orlando, Florida**

- Partner and communicate with Internal and External clients to ensure successful event outcomes.
- Coordinate in-house and contracted entertainment & talent
- Assist with the execution of Marquee events and select productions
- Manage all aspects of event planning and execution including scheduling, estimating and creating event related documents and managing processes.
- Provide project management to ensure successful events and to exceed client and guest expectations.
- Develop team members to create effective leaders.

### **Senior Vice President, Business Development**

**Ballantine Management Group • Orlando, FL**

**January 2018 – June 2019**

- Provided oversight for all operations and programming for the Fredericksburg Expo Center and all BMG event venues.
- Directed the overall corporate HR functionality including strategic planning and implementation as well as onboarding and development of employees throughout the company.
- Created and managed marketing and sponsorship programs.
- Oversight of Food and Beverage operations and procedures including front of house, back of house quick service outlets and banquets.

- Developed and implemented progressive strategies to grow BMG business platforms.
- Participated in the development of the organization's plans and programs as a strategic partner within the executive team, from a talent and culture-centric perspective.
- Translated C-level strategic business plans into strategic and operational plans.
- Developed and managed regional events and operations including conferences, trade, and consumer show.
- Directly supervised the development and implementation of departmental budgets and PNL's across the business units.
- Provided support to local political candidates through fundraising and pre-election day events.

#### **Regional Director, Sales & Client Services**

**EDLEN Electrical Exhibition Services • Orlando, FL**

**November 2013-2018**

- Developed strategic business plans to direct the development of new business opportunities.
- Prepared proposals, presentations, and prospect communication.
- Directed the Tradeshow and Events teams.
- Analyzes resources to improve productivity.
- Contract negotiation and compliance for 26 special event venues including hotels, convention centers and theme parks.
- Advised COO of future business development opportunities.
- Coordinated community projects and outreach.
- Represented EDLEN at association and professional events and tradeshows.
- Responsible for HR compliance, onboarding, and training.
- Developed SOP's for all operational functions of the local office.
- Responsible for recruiting and retaining event managers and support teams.

#### **Vice President, Events**

**WAM Events • Casselberry, Florida**

**2007 – 2013**

- Expertly planned unique events including fundraisers and charitable events.
- Established budgets, select venues, and negotiate contracts with vendors, municipalities, and hotels.
- Liaised with clients and customers to provide exemplary service.
- Developed and coordinated marketing and sponsorship materials for each event including social media.
- Managed and directed 35 events per season throughout the Southeast.
- Managed the day-to-day operations of WAM Events productions.
- Developed and managed separate budgets and fundraising initiatives for each event.
- Managed event and office staff of 5 – 35 people including human resource functions, onboarding and training.
- Purchased and maintained all WAM Events property and materials.
- Strived to provide 100% customer satisfaction with every client.
- Responsible for year over year growth of company and reaching strategic goals/objectives.

**General Manager**  
**YUM! Brands, Inc. • Orlando, FL**

**2003– 2007**

- Responsible for day-to-day operations, including mentoring management and employee candidates.
- Exceeded financial and sales goals for million-dollar operations.
- Collaborated with regional directors on new store builds and openings.
- Managed regional customer service initiatives for multiple brands.
- Managed in-store and community marketing projects.
- Managed payroll and inventory through PNL reporting.
- Lead corporate team in regional customer service awards.
- Maintained quality control for multiple units across brands.
- Responsible for recruiting, hiring and training team members regionally.

## **RELATED EXPERIENCE**

### **Entertainment Event Coordinator** - Universal Parks & Resorts Orlando (2012- Present)

Coordinate special event logistics resort wide. Work in a team environment to produce and execute internal, external and youth programs and events. Maintain positive working relationships across all departments and third-party contractors. Manage talent and performers for events and productions.

### **Executive Director** – National Deaf Academy (2001-2003)

Directed all educational, funding and foundation initiatives for the Academy utilizing my experience with deaf culture as well as my overall management and marketing abilities. Developed sponsorship programs through community partnerships and collaborated with various organizations to create support and visibility for the Academy. Managed all human resource functions for teachers and staff.

### **Director, Membership & Marketing** – Urban Land Institute (2000-2001)

Responsible for all membership recruitment and retention programs for the International Association. Represented the organization at International conferences and expositions including Barcelona and Vienna. Partnered with worldwide chapters to increase membership and related services.

**International Director, Membership & Marketing** – International Society of Refractive Surgeons (1998-2000) Responsible for all membership recruitment and retention. Initiated one of the country's first automatic renewal processes for membership. Assisted with the organization of 6 conferences annually for the international association including 2 international events in Amsterdam and Cairo and contributed to the programming of the association Foundation.

### **Director, Conferences & Expositions** – Association of Public Safety Communications Officials (1994-1998)

Responsible for the coordination of 300,000 sq. feet of exhibits and 4 days of concurrent sessions for the citywide, International conference and exposition. Liaison to volunteer committees and the BOD. Managed the city bid process as well as hotel room blocks for 13,000 attendees.

## **EDUCATION & AFFILIATIONS**

<b>Masters of Business Administration, HRM • Southern New Hampshire University</b>	2018
<b>Master of Arts, Counseling • Liberty University</b>	1994
<b>Bachelor of Science, Public Relations/Marketing • Liberty University</b>	1991

Board Member, Orlando Main Street (2020- present)

Member, Orange County Economic Recovery Task Force (2020-present)

Board Member, Hope Now International Foundation (2018-present)

American Society of Association Executives (1999 – present)

Central Florida Hotel and Lodging Association (2013-2019)

Meeting Planners International (2012 – 2019)

International Association of Exhibitions and Events (2012 – 2019)

Member, Society of Human Resource Management (2016 - present)

### **Professional References**

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