

# BAL HARBOUR

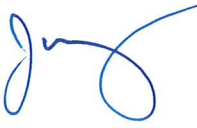
- V I L L A G E -

OFFICE OF THE VILLAGE MANAGER

LETTER TO COUNCIL

NO. 032-2019

To: Mayor Gabriel Groisman and Members of the Village Council

From: Jorge M. Gonzalez, Village Manager 

Date: February 22, 2019

Subject: **Chief Marketing Officer / Director of Tourism and Capital Projects  
Manager Appointment**

This Letter to Council (LTC) is to inform you of two recent appointments being made to the Bal Harbour Village team to the positions of Chief Marketing Officer / Director of Tourism and Capital Projects Manager.

The Chief Marketing Officer / Director of Tourism search was conducted by the executive recruitment firm SearchWide Global and yielded a number of very qualified candidates. The top candidates were interviewed by a panel of stakeholders including from the Village, Bal Harbour hotels, Bal Harbour Shops, and our media strategist. This panel recommended the top three candidates to me for my consideration. A similar panel which included myself interviewed these top candidates. I am pleased to announce that Trip Barrett's has accepted the position and will begin with the Village on March 4, 2019. Mr. Barrett's resume is attached. He has held a number of senior level marketing positions throughout his career. Most recently, he served as the Vice President for Brand Management, Latin America for Starwood Hotels and Resorts. In this position, he was responsible for setting the strategic direction for brand strategies, divisional and regional advertising, loyalty and partnership management, brand standards, public relations and communications for the Latin American region. Previously, he held similar positions with Amazon, the Walt Disney Company, and Anheuser-Busch Companies. Mr. Barrett has an MBA from the Wharton School at the University of Pennsylvania and a Bachelor's degree from Duke University. He is fluent in English, Spanish and Portuguese.

The Capital Projects Manager will be responsible for the construction management with the various capital projects taking place in the Village. Matilde Reyes will be joining the Village team effective February 28, 2019. Ms. Reyes' resume is attached. She has over 25 years of experience with contracts, negotiations and execution of construction projects. She is currently the Assistant Director of Planning, Design & Construction for Miami-Dade County Parks, Recreation and Open Spaces where she is the division head responsible for the personnel management of staff and the management of capital programs in excess of

\$400 million. Previously, she worked for the City and County of Denver Parks, City of Miami Beach Capital Improvements Projects Office, Miami-Dade County Fire Rescue, Miami-Dade County Public Schools and a number of private sector architectural firms.

Please join me in welcoming both Trip and Matti to Bal Harbour Village. If you have any questions or need any additional information, please feel free to let me know.

JMG/RI

## KENNETH (TRIP) BARRETT, III

### CONSULTANT: Brand Management and Business Development

2017 – Present

- **Crystal Lagoons:** Develop Strategy, Budget and Plan to eliminate stand-alone offices in US and Asia-Pacific and replace with Agents Referral Network partnering with external Real Estate Developers, Consultants and Financial Groups to support Company's expansion efforts
- **Portada Media:** Develop, Set Objectives and Chair 2018 Travel Marketing Advisory Board. Project also includes content development / programming for Marketing Technology Conferences in Miami and NYC
- **Guidepoint:** New Market Entry Strategies, Branding, Digital Marketing, Guest Experience, and Loyalty Programs

### STARWOOD HOTELS & RESORTS—Miami, FL Vice President, Brand Management-Latin America

2003-2016

Set Strategic Direction for Brand Strategies, Divisional and Regional Advertising, Loyalty and Partnerships Management, Brand Standards and Guest Experience, Public Relations and Communications for Starwood's 10 Hotel Brands in 18 countries throughout Latin America and Caribbean. Directed team of 20 Associates in 7 countries.

- Brand Marketing and Communication Strategy for Luxury, Life-Style and Limited-Service Categories, focusing on North America, Latin America and Key European Feeder Markets
  - Brand Campaigns (Awareness & Call to Action) and Destination Marketing in English, Spanish, and Portuguese with multi-currency transaction functionality increased Hotel Revenues 7%
  - Launch Strategies for St. Regis, Aloft, and Tribute Portfolio Brands drove profitable promotions in year-1
  - Set Market Segmentation Strategy and Negotiated with Partners for openings of first American Hotels in Cuba
- Brand Alignment and Strategic Positioning working with Internal Development Group, Regional Operations Leaders and Owners / Franchisee Advisory Committees to provide Brand guidance for new / conversion hotel development projects
  - Built solid, profitable relationships with Ownership Groups which grew hotel portfolio in current / new markets
  - Worked with Sales and Revenue Management teams to grow RevPar 3% and ADR 2% in 2016
  - Ensured Brand Programming / Initiatives delivered measurable results (occupancy, RevPar, loyalty) to Owners
- Digital Strategy for Search Engine Optimization, Meta Search, Re-marketing, IPS targeting and Mobile platform. Revenues grew 50 % in 2015 and 57% in 2016
  - Implemented tracking on all emails, and on / offline promotions utilizing IPS targeting which guided spend
  - Blended ROI (Brand Awareness and Direct Response) averages of 12:1
  - Grew Branded Web Channel 20%+ YOY decreasing overall reservation costs to hotels for online bookings
  - Implemented Social Media platform (facebook, twitter) in all hotels in Region increasing visibility 15-45%
- Revenue Generation and Customer Acquisition / Retention Strategies with Airline and Key Partners
  - Led Division to achieve highest program enrollment of members 2011-2015. 103% growth in 5 years
  - Negotiated and launched Divisional MasterCard Partnership, AeroMexico and Avianca Alliances
  - Completed Rollout of Chinese Traveler Program, and activations with Coke and Uber in Latin America
  - Directed efforts to launch the Portuguese Language Web Site and to introduce the Portuguese Language option for Loyalty Program members. Resulted in 85% increase of Brazil-based Loyalty program members

### AMAZON.COM—Seattle, WA

2000-2002

#### Director, World Wide Business Development

Identified strategic alliances with traditional retailers to enter new product categories, developed co-branded partnerships and grew on-line revenues. Created market-specific strategies for European, Japanese and US Hispanic markets.

- Launched new category expansion (Office Supplies, Apparel, Travel, Sporting Goods, and Electronics) alliances and worked with partners to launch in store pick-up functionality and develop targeted multi-channel marketing and communications. Results generated increased selection, site traffic, and sales
- Structured and negotiated on-line partnership with Major League Baseball's Seattle Mariners on Japanese website. Exceeded Revenue and Margin Targets for Year-1
- Managed Travel Store partnerships (Hotwire, National Leisure Group) and Cars Direct; resulted in expanded partnership and product placement commitments
- Promoted from Director of Spanish Language Markets after developing, launching and managing Company's first Spanish Language Product Website. Year-1 Revenue exceeded forecast by 40%

Kenneth (Trip) Barrett

### ADDITIONAL RELEVANT EXPERIENCE

#### **THE WALT DISNEY COMPANY, INC.**

**Director, Regional Retail Marketing Licensing, and Business Development**

**Locations: Hong Kong; Buenos Aires, Argentina; Mexico City, Mexico; Miami, FL**

Directed development and managed implementation of Retail Marketing strategy for Asia Pacific and China Region, following five years leading Licensing and New Business Development for Latin America. Led team of 13 regional and country managers in assessing and entering new markets and distribution channels, category, product, and licensing strategy development, and merchandising, marketing, and promoting 1000+ Disney-branded venues.

- Created and managed \$6M multi-national Marketing budgets, and KPI and ROI targets to gauge success
- Tailored and implemented Regional Brand Positioning Guidelines based on Global directives to ensure compliance
- Led selection and managed McKinsey and Boston Consulting Group projects to identify and penetrate new retail channels. Results led to initiating new strategic sourcing alliances and the establishment of stronger Mass Market and Convenience Store presence, generating increased revenues for both Licensees and Division
- Developed and managed multi-national retailers (Toys R Us, Wal\*Mart, Carrefour) relationships between Disney, Mattel, and local licensees. Improved margins 17% and product range over 30% across region
- Selected as General Manager-Disney Festival to lead development of business plan and budget for launch of Location Based Entertainment project, including site selection and contract negotiations with venue partner
- Implemented first-ever preferred airline and hotel partnerships with United Airlines and Marriott Hotels
- Introduced first Disney merchandise corner in Argentine convenience stores. Performance success led to a Best Practice roll-out in Brazil, Chile, and Puerto Rico generating \$2M in revenues
- Conceived, implemented and managed regional licensing strategies and corporate relationships. First year revenues exceeded projections by 20%, second year by 100%
- Developed entry strategy for Disney software into Latin America and secured retailer commitments for launch

#### **ANHEUSER-BUSCH COMPANIES, INC.**

**Director, International Business-Busch Entertainment Corporation**

**Locations: Barcelona, Spain; St. Louis, MO**

- Launched and led market research, feasibility studies, analysis of Spanish labor regulations, and site-selection alternatives for Busch Gardens and Sea World theme park developments in Spain
- Established attendance and revenue projections; used results to develop annual marketing and financial plans

#### **BANKERS TRUST COMPANY**

**Latin America Merchant Banking Associate**

**Locations: New York, NY; Santiago, Chile; Sao Paulo, Brazil**

- Prepared, analyzed and marketed alternative financing strategies and syndication opportunities for Fortune 100 clients and European Banks pursuing operational opportunities in Latin America

### EDUCATION, LANGUAGES AND LEADERSHIP TRAINING

**The Wharton School, University of Pennsylvania, Philadelphia, PA**

MBA – Finance. Concentration in Marketing. Semester Exchange-IESE Business School—Barcelona, Spain

**Duke University, Durham, NC**

Bachelor of Arts – Economics. Concentration in Management Science.

Language Fluency: English, Spanish, and Portuguese

Training: Starwood's Leadership Development; Amazon's Negotiation Strategies; Disney's Leadership Development; Kellogg's International Marketing Strategy

Speaker at Global Conferences: Luxury Trends, Hotel and Tourism Investment, Licensing, and MBA Programs



## SearchWide Global

### CANDIDATE SUMMARY FOR TRIP BARRETT

#### WORK HISTORY

- |                |   |
|----------------|---|
| 2017 – Present | <b>Brand Management &amp; Business Development<br/>Consultant</b>   |
| 2003 – 2016    | <b>Starwood Hotels &amp; Resorts – Miami, FL</b><br><i>Vice President, Brand Management – Latin America</i> |
| 2000 – 2002    | <b>Amazon.com – Seattle, WA</b><br><i>Director, World Wide Business Development</i>                         |
- See Resume for Additional Experience*

#### EDUCATION

- University of Pennsylvania, The Wharton School – MBA in Finance
- Duke University – Bachelor of Arts in Economics

#### SUMMARY

- Trip spent 13 years in Miami with Starwood Hotels and Resorts as VP of Brand Management for Latin America where he oversaw PR, Revenue Management, Communications and Brand Management for 10 brands based in the US and abroad.
- He has hands-on experience marketing to the luxury market. St. Regis falls under Starwood Hotels & Resorts.
- When Marriott purchased Starwood, his position, along with several other C-Suite roles, were eliminated due to duplication; Marriott employed the same positions at the corporate level.
- Trip began consulting and while he is enjoying working on a variety of projects, he seeks to get back into the industry full time. He lives across the bay from Bal Harbour and is very familiar with the destination.
- He began his career after he left the investment banking industry to work for Anheuser-Busch. He relocated to Spain to spearhead the research for a new theme park slated to open, however the project was sold to another company.
- Trip moved back to the states and worked for the Walt Disney Company for eight years. He oversaw the retail marketing division and managed a staff of 13 reps. During this time, he lived in several countries for Disney.
- Trip was recruited to work for Amazon. This position gave him the opportunity to work for a mega technology giant. He was hired to launch Amazon in Latin America, however the strategy changed, and Trip and his team launched the company in Europe and Japan.
- Trip was recruited to work for the Starwood position.
- He has lived in several countries and is fluent in Spanish and Portuguese.
- With Starwood, he also worked on the acquisition side, working closely with hotel owners, business leaders and city government.

- He's comfortable working with all sized marketing budgets.
- He has extensive experience developing and implementing marketing and brand awareness campaigns targeting US, Latin America and abroad.
- Throughout his career, he has developed skills in digital marketing, social media and content development.

# MATILDE E. REYES, R.A.

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## PLANNING • DESIGN • CONSTRUCTION MANAGEMENT

Registered Architect with over 25 years experience with contracts, negotiations, and execution of construction projects with a variety of delivery methods: CM at Risk, Design-Build, Progressive Design-Build, and Design-Bid-Build. Proven ability in providing leadership, while empowering and delegating team responsibilities. Ability to initiate and maintain cooperative relationships with Executive Board and project stakeholders from diverse backgrounds.

### CORE COMPETENCIES

#### Senior Administration

- Planned & directed the Capital Programs funding for development & construction of projects in support of park programs, conservation, preservation and resiliency initiatives
- Administered Planning, Design and Construction Management Division
- Developed and updated processes in alignment with industry best practices

#### Construction Management

- Developed Design Criteria Package & administered contracts as Design Criteria Professional
- Experienced in leading projects through the regulatory and approval process
- Provided financial management and construction oversight throughout the project phases
- Managed multi-million dollar projects from the initial planning phase through completion of construction
- Evaluated schedule of values, project schedule, requisition for payment and project deliverables for compliance with construction contract
- Permitting resolution and jurisdictional agency representation: DERM, FDEP, SFWMD and US-ACOE
- Liaison and coordination of multiple design and construction teams with oversight of project schedules and budgets
- Effective negotiation of terms, conditions and costs related to consultant & construction contracts

### CAREER TRACK

#### Miami Dade County Parks Recreation & Open Spaces 2017-Present

Assistant Director Planning, Design & Construction

- Division head responsible for personnel management of 60 staff members: professionals & administrative support
- Management of Capital Programs: \$400 million budget

#### City & County of Denver Parks 2016-2017

Project Manager

- Provided financial management of 2015/2016 Capital Program and construction oversight of Capital Projects

#### MER Consulting Group, Inc. – President 2014-2016

##### Representative Clients:

Codina Group, Inc. - Doral Charter School

Hajjar & Associates, Inc. – Coral Terrace Elementary Renovation

ERF Construction Inc. – various DB project RFP submittals for Medley, City of Weston and North Miami

Bay Harbor Continental – Accessibility & Fire Safety assessment

#### City of Miami Beach – Capital Improvements 2010-2014

Senior Capital Project Manager

- Supervised Capital Project Coordinators, Inspectors and office personnel
- Responsible for project financials, budgets and compliance with grants disbursement procedures
- Developed Request for Qualifications/Proposals, Invitation to Bid; A/E consultant & construction contract
- Prepared resolutions pertaining to capital projects for approval by City Commission, City Manager & Mayor
- Managed contracts including scope development and fee proposals to prospective clients

<b>Corzo Castella Carballo Thompson Salman Inc. (Stantec)</b> Associate / Acting Director/Sr. Architect	2006-2010
<ul style="list-style-type: none"> <li>• Provided financial management and construction oversight throughout the project phases including progress and expense, negotiation of additional services, invoicing, consultant contracts and management</li> <li>• Team building proficiency, staff management and coordination of monthly billings projection for report to firm Principals</li> <li>• Ensured that owner's process &amp; criteria are met by professional consultants and contractors throughout project duration</li> <li>• Coordinated marketing materials and presentations for assigned projects</li> <li>• Reengineered all processes for QA/QC of projects and developed checklists to identify plan insufficiencies</li> <li>• Principal program lead and comprehensive management for a LEED market</li> </ul>	
<b>Miami Dade-County Fire Rescue</b> State Certified Fire Plans Examiner	2004-2006
<b>Miami Dade Public Schools - Office of Capital Improvement Projects</b> Project Manager	1999-2004
<b>Spillis Candela /DMJM</b> Project Architect	1998-1999
<b>Miami Dade Public Schools Department of Facilities Design &amp; Quality Control</b> Architect	1994-1998
<b>Avino and Associates, Inc.</b> Intern Architect	1993-1994
<b>Cano, Sotolongo and Associates, Inc.</b> Intern Architect	1989-1993

### EDUCATION

**Bachelors in Architecture 1988**  
University of Miami, Coral Gables, Florida

**Study Abroad Program 1986**  
Universita di Venezia, Venice, Italy

### REGISTRATION & CERTIFICATIONS

Florida Board of Architecture - Registered Architect  
License No. AR 15984

Board of Architecture Interior Designer  
License No. ID 5216 (inactive)

Colorado State Board of Architecture  
License No. ARC00404344

State Real Estate Sales Associate  
License No. SL3424873

Division of State Fire Marshal-Fire Safety Inspector  
Certification No. 112713

LEED AP®  
US Green Building Council

Florida International University College of Business  
Chapman Leadership Development Program

Florida International University  
Project Management Certification

### REPRESENTATIVE PROJECTS

Venetian Islands ROW Improvements & Streetscape	Miami Beach, FL	2014	Sr. Project Manager
Palm & Hibiscus Islands Design Build ROW/Streetscape	Miami Beach, FL	2014	Sr. Project Manager
South Point Park Pier Replacement	Miami Beach, FL	2014	Sr. Project Manager
Flamingo Park Stadium, Football Field/Track Renovation	Miami Beach, FL	2014	Sr. Project Manager
Claude Pepper Regional Community Center, LEED Gold	North Miami, FL	2014	Sr. Project Manager
Miami North Western Senior High School	North Miami, FL	2010	Architect
State School JJ - Broward County School Board	Weston, FL	1999	Architect
State School GGG and Hialeah Sr. Design Criteria	Hialeah, FL	2002	Architect
JG Dupuis Elementary Design Criteria	Hialeah, FL	1998	Architect
South Miami Silva Martin Historical Building Report	South Miami, FL	2014	Architect