

# Tom Price

## Executive Director and VP Marketing

Toronto, ON

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I am an engaging leader and big picture thinker that enjoys speaking at conferences and networking. For over 20 years, I have been providing senior executives with clear operational and insightful marketing direction, in large complex organizations. Equally comfortable leading a team of corporate executives or reporting to an Association or Not for Profit Board of Directors, I am known for building accountable, committed and cohesive leadership teams. Skilled in orchestrating award winning marketing campaigns, I am well versed in the art of brand building, through events, social and digital marketing, story-telling and engaging influencers that offer authentic content which speaks directly to customers and stakeholders.

Willing to relocate: Anywhere

### WORK EXPERIENCE

#### Executive Director

Provincial Regional Tourism Organization 9 - Kingston, ON -

2014 - 2016-11

Executive Director

Reporting to a Board of Directors and Ministry of Tourism, Culture and Sport responsible for overall organizational leadership and strategic direction for 8 destinations in Eastern Ontario including Prince Edward County, Kingston and 1000 Islands with a budget of 3.4 million.

- Facilitated strategy sessions and successfully aligned all municipalities around a common regional tourism plan, including Governance, Product Development, Investment Attraction, Workforce and Marketing.
- Changed organization model to association based membership and introduced 4 core programs including 1) Grant Program leveraging \$1,000,000 in new revenue 2) Co-op Marketing & Media program delivering 10 million impressions and over 500,000 new consumer unique visits and 100% increase in social media following 3) Set-up E-Commerce transactional booking engine and B2B Request for Proposal Tool for over 200 businesses 4) Introduced Educational workshops on a variety of Digital and Social Media Topics.
- Designed and developed a B2B on-line community platform [tourismtalk.ca](http://tourismtalk.ca) which grew to 800 plus members

#### Vice President Sales and Marketing

SKYLINE HOTELS AND RESORTS, SKYLINE INVESTMENTS - Toronto, ON -

2011-03 - 2013-06

Reporting to the President and COO, on a top line budget of 89 million. I oversaw marketing, communication, yield management, reservations call center, group and transient sales, for 5 Hotels and Resorts, (84 team members reporting in through 6 department heads) as well as Corporate Real Estate division. Real Estate division included 7 active Condo and Recreational Property real estate developments and 1,126-acre master planned destination community on Georgian Bay & Deerhurst Resort in Muskokas.

- Established integrated branding strategy for hotels, resorts and real estate communities, resulting in 5 times more media coverage driving up top line revenue by 25%.

- Set and implemented integrated marketing, advertising, database and PR communication plan for overall company brand and related businesses, increasing impressions in market by over 100% and generating 125% increase in overall revenues.
- Conceived and created customer rewards program “Skylife Rewards”, winning “best digital marketing program of the year” from Tourism Industry Association of Ontario.

### **Vice President Sales and Marketing**

WHITE OAKS RESORT, SPA AND CONFERENCE CENTRE - Niagara-on-the-Lake, ON -

2008-10 - 2011-03

Reporting directly to the owning group working with the General Manager on a Budget of 10.4 million, I oversaw 5 Departments with 25 employees.

- Facilitated a complete organizational review which resulted in repositioning the resort, conference centre, spa and 100,000 square foot health club.
- Achieved annual year-over-year business growth of 130% in all areas by creating new social media, web site and advertising campaign, as well as restructuring sales team, reassigning market segments and key accounts, implementing online booking engine and expanding distribution channels.
- Established key strategic partners, such as Peller Estates and other local wineries, Shaw Festival Theatre, Chamber of Commerce, and Niagara Parks Commission, increasing brand reach significantly.

### **Director of Convention Sales and Marketing**

OTTAWA TOURISM - Ottawa, ON -

2004-05 - 2008-10

Reporting to the President with a budget of 15 million and a team of 12 senior marketing, sales and event management staff, I led destination marketing strategy, sales team management, ad agency relationship, partnerships and acted as chair of citywide convention development committee.

- Increased business levels 130% by introducing integrated \$5M web strategy and communication plan, including web, traditional media, e-marketing, social media, promotional and international tradeshow activities.
- Won “Innovator of Canada” award from Tourism Association of Canada for creating “Meetings Easy”, first Site Selection and RPF online application for meeting planners.

### **Regional Director of Sales and Marketing**

DELTA ONTARIO REGION & CHELSEA HOTEL - Toronto, ON -

2000-11 - 2004-02

Reporting to the Regional Vice President with a top line budget of 75 million, I oversaw all aspects of Marketing, Yield Management, Reservations Call Center, Group and Transient Sales, Conference Services.

- Ensured that top-line revenues were exceeded resulting in a period of 25 % growth for the Delta Chelsea and Hotels in Ontario Region.

### **Regional Director of Sales and Marketing**

FAIRMONT HOTELS and RESORTS - Vancouver, BC -

1986-08 - 1992-04

Reporting to the Regional Vice President Provided Sales and Marketing leadership and ensured business growth for Hotel Vancouver, Waterfront Centre Hotel Whistler Resort

## EDUCATION

### **BA in Geography/Tourism/Urban Planning**

Carleton University - Ottawa, ON

1976 - 1981

## SKILLS

Executive Leadership & Management, Strategic Planning, Marketing & Communications, Digital and Social Advertising Campaigns, Web & App Development and Coaching

## LINKS

<https://ca.linkedin.com/in/tomlprice>

## AWARDS

### **Innovator of the Year "Best New Web Application for Engagement"**

2008-07

Won "Innovator of Canada" award from Tourism Association of Canada for creating "Meetings Easy", first Site Selection and RPF online application for meeting planners.

### **Best Digital Marketing Campaign of the Year**

2013-11

Digital Marketing Campaign of the Year, Awarded from Ontario Tourism (twice), I have a passion for watching consumer trends in the market, developing innovative products and programs and using the latest web and social media applications to build a community of followers.

## ADDITIONAL INFORMATION

WEB COMMUNICATIONS & MARKETING, Ottawa, ON 2008 – Present  
Managing Director (part-time 8.5 years)

This hobby business was founded out of a passion for helping businesses and destinations discover, build relationships with and transact revenue from a very large group of customers. We analyze current trends in business B2B and B2C sales and information fulfillment processes and design custom web apps and /or on-line branded communities that dramatically deepen customer relationships and retention.

Although it is just a hobby business, it has allowed me to stay very current with all aspects of web development, digital marketing, social media and cutting edge customer or stakeholder engagement practices.

ALGONQUIN COLLEGE, Ottawa, ON 2004 – 2016

Academic Leadership and Teaching: Part-time and Volunteer (part-time 12 years)

I taught Marketing for four years at the School of Hospitality/Continuing Studies at Algonquin College in Ottawa and guest lectured at Ottawa University. While living in Niagara, I served on the curriculum advisory council for the School of Hospitality at Niagara College and guest lectured. I have been affiliated with Ryerson University and St. Lawrence College involved in initiatives with their Schools of Hospitality and Tourism.

This has provided a very good understanding of the types of successful academic programs, content and teaching methods being utilized by Universities and Colleges. It has also allowed me to provide mentorship as