GREGORY L. DESHIELDS, CHE, CDE

EXECUTIVE LEADER | CONSULTANT | EDUCATOR | MEDIA PRODUCER

Philadelphia, PA • (856) 304-6477 • gdtl@verizon.net • linkedin.com/in/gregdeshields/

PROFESSIONAL SUMMARY

Executive leader, consultant, educator, and media producer with 20+ years of experience advancing workforce development, strategic partnerships, inclusive tourism and hospitality, national conferences, and organizational growth. Builds bridges between academia and industry through student-centered curriculum, experiential learning, executive engagement, and career pathways.

CORE COMPETENCIES

Executive Leadership | Board Governance | Strategic Partnerships | Academia–Industry Collaboration | Workforce Development | Curriculum Design | Fundraising & Sponsorships | Conference & Event Management | Nonprofit Operations | Hospitality & Tourism | Media Production | Sustainability | Inclusive Leadership | Stakeholder Engagement

PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR | GREG DESHIELDS CONSULTING LLC | Philadelphia, PA | Feb 2024–Present

- Lead strategic consulting engagements in leadership development, custom curriculum design, executive coaching, workplace culture assessment, and institutional partnerships across education, hospitality, nonprofit, and corporate sectors.
- Academia × Industry / Bridging Academia and Industry: Serve clients National Coalition of Black Meeting Professionals (NCBMP) and NADHOOD on projects connecting academic learning with industry practice, professional development, and workforce pathways.
- For NCBMP, design and facilitate student-centered meetings and conventions learning experiences, including Black history in hospitality, the event planning process, venue selection, sustainability, social responsibility, and capstone preparation.
- PRODUCER & HOST | Something to Say with Greg DeShields podcast | Feb 2024–Present: Produce and host conversations with leaders, authors, and changemakers exploring hospitality, cultural humility, education, leadership, travel, and lived experience; oversee guest engagement, editorial direction, and episode development.
- Develop and deliver executive coaching and workplace culture assessments to support organizational effectiveness, inclusive leadership, and sustainable change.

ADDITIONAL EXECUTIVE EXPERIENCE

EXECUTIVE DIRECTOR | TOURISM DIVERSITY MATTERS | Remote | Jan 2021–Feb 2024

- Directed national expansion of inclusion initiatives through strategic partnerships, research, and stakeholder engagement.
- Developed apprenticeship and workforce programs placing 35 diverse candidates annually; conducted 15 organizational inclusion assessments.
- Led a national conference with 250+ attendees, 50+ speakers, and 30 sessions; generated $200K in sponsorships and $385K in event revenue.
- Secured $250K in fundraising through campaigns and community engagement.

EXECUTIVE DIRECTOR | PHILADELPHIA CONVENTION & VISITORS BUREAU | Philadelphia, PA | Apr 2014–Feb 2021

- Generated $1.5B+ in economic impact through destination marketing and citywide engagement programs; oversaw a $500K program budget.

- Directed three annual inclusion conferences with 300 attendees, 45 speakers, and 30 sessions; doubled sponsorship revenue to $100K.
- Produced the PHL Diversity Podcast across six seasons, featuring 75+ thought leaders.
- Expanded the Diversity Business Opportunity Luncheon from 150 to 700 attendees and sponsorship revenue from $10K to $50K.
- Established partnerships and convenings that strengthened hospitality education, supplier diversity, and civic engagement.

MANAGING DIRECTOR OF BUSINESS DEVELOPMENT | TEMPLE UNIVERSITY | Philadelphia, PA | Sep 2001–Apr 2014

- Led career services for 10K+ students in tourism, hospitality, and business programs, achieving 70–85% placement and retention rates.
- Built employer engagement and internship pathways across Philadelphia, New York, Washington, DC, and San Francisco.
- Directed a graduate board fellowship program and career readiness workshops, mock interviews, and executive speaker series.
- Established the Delores W. DeShields Endowed Scholarship, raising $50K and awarding 17 merit-based scholarships.

BOARD LEADERSHIP, ADVISORY SERVICE & RECOGNITION

- President | Skål International Philadelphia | Current; previously served in 2019. Lead chapter strategy, membership development, Young Skål engagement, industry programming, and governance.
- Sustainability Champion — Sustainability | Skål Philadelphia / Skål International USA | Recognized August 2026; champion responsible tourism and sustainability engagement.
- Member, Board of Advisors | Community College of Philadelphia, Tourism and Hospitality Management.
- Board Member | Cheyney University of Pennsylvania.
- Board Secretary and Treasurer | North Bay LGBTQ+ Community & Visitors Center.
- Board Member | The Philadelphia Award | Philadelphia, PA — Serve on the board supporting the stewardship of a distinguished civic award established by Edward W. Bok in 1921 to recognize exceptional service to the Greater Philadelphia community.

ADDITIONAL ENGAGEMENT

DIRECTOR OF PARTNERSHIPS, SPONSORSHIPS & DEVELOPMENT (CONTRACT) | Hospitality Tech Show Inc. | Remote | Aug 2026

- Develop hospitality and technology partnerships, higher-education engagement, sponsorship opportunities, and cross-sector relationships.

EDUCATION

Bachelor of Science, Hospitality Management | Johnson & Wales University | Providence, RI

Leadership Philadelphia | Professional Development | Philadelphia, PA

The Economy League | Professional Development | Philadelphia, PA

PROFESSIONAL CERTIFICATIONS

- Certified Hospitality Educator (CHE) — Professional credential recognizing competencies in hospitality instruction, curriculum planning, teaching methods, assessment, and student learning.
- Certified Diversity Executive (CDE) — Executive-level credential focused on developing and leading organizational diversity, equity, inclusion, culture, and strategic change initiatives.