JACK W. WERT

PROFESSIONAL RESUME

OVERVIEW:

Jack has dedicated over 30 years to Destination Management in the Tourism Industry. He created and managed two Convention & Visitors Bureau (CVB) organizations in Seminole County Florida and in Naples Florida. He has also had prior experience in Sports Marketing, Hotels, Restaurants, Banks, Advertising Agencies and Marketing Consulting.

SKILLS:

C-Suite Management, Strategic Planning, Advocacy, Accreditation and International Marketing.

WORK HISTORY:

Prior to his Tourism Industry experience, he worked in the following organizations:

Professional Bowlers Association, Akron Ohio: Development Manager and Statistician.

Goodyear Bank, Akron, Ohio: Branch Office Manager, Marketing Manager

Brown Derby Restaurants and Hotels, Cleveland Ohio. New Location Development Manager

Griswold Eshleman Advertising & Marketing, Cleveland Ohio and Orlando FL- Account Executive for Banks, Restaurants and Hotels

Fry Hammond Barr Advertising, Orlando, Florida, VP Client Services. Managed three Account Executives on food, hotel, and real estate accounts

Seminole County Florida Government, Tourism Director, Seminole Convention & Visitors Bureau (CVB). Managed staff of 10 to implement advertising and promotion for inbound visitation to the community.

Collier County Florida- Naples, Executive Director, Naples Marco Island, Everglades CVB. Managed staff of 15 to promote inbound visitation to the community.

Wert Marketing Group LLC - Consultancy for Strategic Planning, Accreditation, Advocacy, Strategic Planning and International Marketing.

AFFILICATIONS: Destinations International, Destinations Florida, VISIT FLORIDA, Florida Gulf Coast University Resort & Hospitality Program Advisory Board, United Arts of Collier County Advisory Board, Federal Reserve Bank of Atlanta for SW Florida Advisory Board, Literacy Collier Board of Directors, Skal International Club President, Auditor and Membership Development Committees.

Education: B.S. Degree in Marketing from Miami University, Oxford Ohio

Certifications: Fellow Destination Management Executive (FCDME), Professional in Destination Management (PDM), Dale Carnegie Effective Presentations Graduate.