

Facilitator:



Dr. Michael 'Doc' Terry

FUTURIST....."EXPERIENCE" BUILDER

Michael has acquired international recognition for his fast-paced, thought provoking presentations. A frequent speaker at management conferences throughout North America, Europe, the Middle East, the Caribbean, Asia, Central and South America, Doc has provided Future-Focused Strategic Thinking presentations, consulted for Retail establishments to create Branding "Experiences" and conducted Customer Service workshops for 18 years. Prior to acquiring his own management firm – Hospitality Futureworks, Michael held executive positions in Marketing, Finance and Operations for Hilton Hotels, Intercontinental Hotels and Resorts, Sheraton Hotels and Grand Theme Hotels, Orlando).

Doc's hands-on exposure within the industry covers a range of activities: Operations VP for five, small, independent themed hotels and 52 casual restaurants; owner of real estate, retail, and restaurant enterprises; and business consultant for profit and non-profit organizations. He is one of those rare finds with the qualities that attendees demand in a consultant, coach and seminar leader – enthusiastic, educated, and grounded in practical experience. Whether you desire a forum focused on cutting edge Trend Scanning; Performance, Design and Collateral Theming; Millennium Strategic Marketing; or ROI Mentality - you will leave his one-of-a-kind consultation with innovative skills you can use immediately to prepare your workplace for 2015/16!

Doc's academic qualifications include:

- Bachelor of Science, Business Administration, Ohio State University
- Masters of Business Administration, Southern Illinois University
- Ph.D. International Business/Hospitality, Barry University

INDUSTRY EXPERIENCE

HOSPITALITY FUTUREWORKS, ORLANDO, FLORIDA 2002-2015

International Instructor/Trainer/Consultant, Specializing in Hospitality Business Training, Marketing/Branding, and Strategic Planning

SHERATON STUDIO CITY HOTEL, ORLANDO 1999-2001

General Manager, 300 room Hollywood-themed hotel, located at the entrance to Universal Studios Florida theme park.

INTERCONTINENTAL HOTELS, ORLANDO 1989-1998

HOLIDAY INN ORLANDO AIRPORT, FLORIDA

General Manager, 300 room commercial hotel located at the entrance to Orlando International Airport. Chairman, Holiday Inn Marketing Co-op

HILTON HOTELS, SOUTH FLORIDA 1982-1988

BOCA RATON/DEERFIELD BEACH HILTON, FLA.

General Manager, four-diamond 220 room commercial hotel.

President of "Hilton's of Florida" Marketing Cooperative.

HOLLYWOOD BEACH HILTON RESORT, FLA.

General Manager, 320 room intra-coastal resort. Member POW-WOW,

HARLEY HOTELS, CLEVELAND, OHIO 1976-1981

Operations VP for 75 casual restaurants; General Manager for 5 Inns

U. S. AIR FORCE, AZORES, PORTUGAL 1970-1976

Director Officer's Club, Golf Club, Gaming, Retail Beverage

PROFESSIONAL ACCOMPLISHMENTS

PROFESSOR, Rosen College of Hospitality Management Univ. of Central Florida 2001-2015

(Lodging Hotel Development, Travel Law, Guest Services)

CERTIFIED HOSPITALITY SENIOR TRAINER, AHLA Educational Institute 1989-2015

(General Manager, Food and Beverage Director, Rooms Division, Sales and Marketing)

CONSULTANT/SPEAKER/CORPORATE TRAINER 2001-2015

North America, Europe, Middle East, Asia, Caribbean, Latin America

Marriott Hotels; Chilean Hotel Association, Santiago, Chile; Starwood Hotels; Hospitality

Sales & Marketing Association International; Cirque du Soleil, Montreal, Quebec; Hilton

Hotels; Boomerang Hotel Group, Nashville, Tennessee; ITC Sheraton, Mumbai, India;

Beaches, Turks and Caicos; Buccaneer Resort, St. Croix; Nevada Hotel and Lodging

Association; University of Aruba; Tourism Institute, Beijing, China; Mandarin Oriental,

Manila, Philippines; Intrawest Resorts, Mont Tremblant, Canada Hospitality Financial &

Technology Professionals; U.S. Air Force; California Hotel Association; Accor Hotels.