

RANDALL TANAKA

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### **SUMMARY OF QUALIFICATIONS**

Innovative, adaptable and service focused in all aspects of management and leadership. Diverse work history within each major component of tourism from airlines, hotels, destination management and marketing, facility management, safety and security and major events. Demonstrated ability to work with all aspects of government, local, national and international.

#### **Expertise includes:**

- Developing and monitoring budgets and business plans.
- Designing, managing roll out, and analyzing promotional programs and materials.
- Conceiving marketing strategies and producing communication pieces.
- Managing public relations programs and serving as contact to media outlets.
- Serving as liaison to vendors, clients, tie in partners, professionals, celebrities and dignitaries.
- Managing and implementing logistics for program and product introduction.
- Improving operational procedures and performance.
- Supervising and monitoring technological development.
- Extensive travel experience to national and international destinations.
- Development of community relevant projects.
- Development of business models that generate new revenue streams with immediate results.
- Proficiency in Microsoft Office products (Word, Excel, Outlook, PowerPoint).

### **PROFESSIONAL EXPERIENCE – HIGHLIGHTS**

#### **2016 World Conservation Congress (WCC)**

- Responsible for all host city logistics and requirements for the 2016 World Conservation Congress (WCC) in Honolulu.
- Fundraised 11.2 million dollars to meet the host city requirements as confirmed by the State of Hawaii.
- Coordinated website development, statewide excursions and local conservation events to engage Congress delegates.
- Successfully managed relationships with the State of Hawaii leadership, Office of the Governor, Legislators and Hawaii Congressional Delegation.
- Proactively coordinated requirements and restrictions with federal and state agencies to ensure capacity participation with the WCC.

- Streamlined relationship between the International Union for the Conservation of Nature (IUCN) Global Director and Director General with the US Department of State, allowing for increased US federal agency participation in the 2016 WCC.

#### **Hawai'i Convention Center – Interim General Manager**

- Responsible for overall management of the Hawai'i Convention Center.
- Oversaw senior leadership team including operations, sales, and marketing.
- Improved communication with the Hawai'i Tourism Authority leadership, board of directors, and staff.
- Increased visibility for center with local industry and non-industry partners.
- Held leadership positions with national hospitality and business travel organizations which increased exposure to the best industry processes and standards.

#### **APEC – ASIA PACIFIC ECONOMIC COOPERATION, Chief Operating Officer**

- Managed all operational aspects and relationship with US Department of State, including logistics, member country accommodations, security, technical services, and transportation and special events.
- Engaged with twenty-one countries consulate staff and Ambassadors.
- Successfully worked with US Department of State on advanced planning with their logistics team.
- Engaged and coordinated with Hawai'i community, Office of the Governor and Hawai'i Congressional leadership and staff on safety, security, public relations, logistics, etc.
- Promoted high visibility and engagement of Hawaiian cultural values to contribute to the economic base for Hawai'i.

#### **International Union for the Conservation of Nature (IUCN) – 2016 World Conservation Congress.**

- Served as CEO/Executive Director, directing all logistical functions to host over 10,000 delegates from 190 countries.
- Managed budget of \$11.4 million of which \$8+ million was personally raised in 18 months.
- Delivered successful conference which was \$2.9 million under budget, which was the highest attended in the 60+ years of the IUCN's existence.

### **Hawai'i Convention Center (HCC)/Director of Business Development and Industry Relations**

- Redesigned and implemented five-year attendance development program which promised to be significant in enhancing Hawai'i Convention Center visibility, positioning Hawai'i as a key destination for both domestic and international markets.
- Developed client intelligence program (a collaborative "Customer Journey") to gain an improved understanding of planning and implementation requirements of association annual meetings, developing an in-depth understanding of client needs which translated to improved operational and event services that exceeded expectations.
- Developed and maintained excellent relations and a high level of trust and confidence with the Hawai'i Tourism Authority.
- Improved and strengthened industry relations with hotels and suppliers for convention programs.

### **Work History**

#### **2017 – Present University of Hawaii – Community Colleges. Director of Commercial and Auxiliary Enterprises, Safety and Security.**

Responsible for Commercial and Auxiliary Enterprises and Advisor to the Security Managers of each community college campuses. Evaluated revenue generation enterprises, the long term viability and business plans which generated revenue for the colleges. Engaged with Security Managers to review and evaluate security SOP's and training for all security officers.

#### **2013 – 2017 President/Executive Director – National Host Committee – World Conservation Congress**

Responsible for all aspects of the Hosting requirements for the 2016 World Conservation Congress. Key elements include, fundraising, professional congress organization, national and local government relations, worked with federal and state agencies to coordinate participation in the largest conservation congress held on a global scale.

#### **2012 – 2013 Interim General Manager – Hawai'i Convention Center**

Responsible for all aspects of the Hawai'i Convention Center, including operations, sales and marketing, community relations and industry relations. Maintained direct relationships with industry leaders and with the Hawai'i Tourism Authority's CEO and Board Members to ensure quality standards to meet the goal of a first-class convention center.

#### **2010 - 2012 APEC - Chief Operating Officer**

Managed logistics and liaison with US Department of State. Organized housing for all economies, IT requirements, transportations and special events. Successfully worked with Hawai'i Tourism Authority, Office of the Lieutenant Governor and the Governor on protocol requirements between economies and dignitaries. Managed relationships with and between the US Secret Service, Diplomatic Security, Honolulu Police Department, National Guard and private security companies.

**2006 - 2010 Hawai'i Convention Center (HCC)/Assistant General Manager**

Responsible for all facility operations and operating divisions which included engineering staff, facility services, IT, housekeeping, Event services, sales and marketing.

**2004 - 2006 Hawai'i Convention Center (HCC)/Director of Business Development**

Developed new revenue sources and programs to drive greater use of the Hawai'i Convention Center from international markets. This effort led to the HCC creating its own meetings in conjunction with public and private entities.

**1996-2004 Hawai'i Convention Center (HCC)/Director of Sales and Marketing**

Seamlessly transferred sales and marketing efforts from the Hawaii Visitor and Convention Bureau (HVCB) to the HCC. Successfully implemented "Where Business and Aloha Meet" tagline with the primary client base, solidifying the meeting market in Hawai'i and increasing business.

**Oversight of the top booking period for the Hawai'i Convention Center (HCC)**

- Opened the Hawai'i Convention Center, developed all elements of marketing and sales.
- Developed pre-opening marketing/sales plans, established facility policies and procedures, and development of ten-year pricing and strategic plan.
- Implemented automated sales system to track client demographics and event components, including the installation of the facility booking system (Ungerboeck), and development of HCC web site with automated electronic data transmission systems.
- Managed budget exceeding \$6 million, which resulted in the highest and most profitable period of the HCC.
- Prepared monthly marketing analysis reports for distribution to Hawai'i Tourism Authority, managed, coordinated, and organized all client contact with facility (site visits, license agreements, food and beverage, audio-visual, freight, etc).
- Assumed public relations responsibilities for facility to media, clients and general public, including speaking engagements related to marketing activities and special interest groups.

**1995-1996 Kauai Visitors Bureau/ Executive Director**

- Overall responsibility of management of tourism product for the Island of Kauai, including all daily business operations.
- Developed marketing plan for review by Board of Directors, increasing revenue generating opportunities during the island's recovery from Hurricane Iniki.
- Maintained daily communication with government officials, including the initiation of partnership with Economic development Boards to enhance tourism opportunities.
- Managed \$1.2 million budget consisting of membership, state government and county funds (including grants).
- Presented annual budget and marketing programs to the office of the Mayor and County Council, which included quality control procedures that subsequently resulted in a substantial improvement in market share (17% with an increase of 7 percent to the daily average room rate in the first year. Also served as guest speaker for educational forums (schools, community groups, etc.).

**1994-1995 The Island of Lanai/Director of Sales**

**1992-1994 Ihilani Resort and Spa, West Oahu/Director of Sales, Incentive and Meetings Market**

**1989-1992 Westin Kauai and Kauai Lagoons/Director of Sales, Incentive and Meeting Market**

**1988-1989 MTI Vacations, Honolulu, Hawai'i/Manager of Group and Incentive Services**

**1984-1998 Mid Pacific Airlines, Honolulu, Hawai'i/Director of Product Development**

### **Professional Affiliations**

#### **Professional Conference Managers Association**

Board of Director  
Board of Director – Foundation Board  
Strategic Planning Committee  
Technology Planning Committee  
Foundation Finance Committee  
Executive Committee Member  
Program Development committee

#### **International Association of Venue Management (IAVM)**

Convention Center Committee Member  
Venue Security Training Certification

#### **American Society of Association Executives – Member**

#### **Meeting Planner International – Member**

#### **International Association of Exhibits and Events – Member**

#### **University of Hawaii – College of Tropical Agriculture and Human Resources**

Board of Director – Alumni Association

#### **SEE IT – Science, Engineering Exposition Innovative Technology - Member**

#### **United States-Japan Hawai'i Council - Member**

#### **Hawaii POP's - Board Member**

#### **Hawaii Food and Wine Festival - Board Member 2013**

#### **Lecturer – University of Hawaii School of Travel Industry Management.**

#### **American Judiciary Society, Ex-officio Member**

### **Education**

**1979 B.S. University of Hawai'i, Manoa**

**2011 Executive Development Graduate - Cornell**

**Extensive Hospitality Training**

**Native Hawaiian Hospitality Association**

**Leadership Development – University of Hawai'i**

**IAVM – Venue Management Certification**