

**JORDAN WHITE**

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**OBJECTIVE**

***EXECUTIVE BRANDING, MARKETING MANAGEMENT,  
ADVERTISING, AND PUBLIC RELATIONS***

- Results-driven marketing/public-relations executive with 20 years of significant and progressive experience in the hospitality, travel, and technology industries and a strong record of success in marketing, Internet marketing, branding, public relations, strategic alliances, relationship management, trade exhibitions and events, collateral design, and advertising.
- Skilled team-builder, as demonstrated by assembling TellU America's marketing team from the ground up to service TellU International's 7,700 hotels worldwide.
- Savvy e-commerce marketer who played key role in designing two company Web sites and conducted a symposia series to instruct hotel executives in the value of Internet marketing.
- Multinational account manager, whose experience includes 10 years of global corporate accounts, such as Eli Lilly, Ball Corporation, Thomson Consumer Electronics (RCA), American Express, GE Capital and Cummins Engine Company and alliances with such companies as Hertz, MasterCard International, Diners Club International, Dollar Car Rental, EuropCar, and American Airlines.
- Globally experienced achiever through positions with TellU International, Copernicus International, and Stipe Network; extensive experience traveling and conducting business in multicultural environments throughout North America, South America, Europe, Africa, Asia, and the Pacific Rim.

**PROFESSIONAL  
PROFILE**

***MARKETING VICE PRESIDENT, STIPE NETWORK, SEPT. 2006 TO PRESENT***

*An Internet-based Global Distribution System for travel agents and travel suppliers.*

- Provided creative oversight for construction and content of Web site.
- Standardized advertising to reflect focus-group input and ensure delivery of key messages; produced brand standards manual including print and Web content standards, and logo positioning requirements.
- Designed company logo reflecting broader services while maintaining brand.
- Produced and/or supervised production of collateral materials, such as two CD-ROM multi-media brochures, eight-page print brochure, and press kit.
- Manage public-relations activities and positioning of Stipe Network; secured multiple placements of quotes and mentions of company in media (*list of placements available*).

**PROFESSIONAL  
EXPERIENCE**

***SENIOR MANAGER, GLOBAL SALES/ACCOUNT MANAGEMENT, COPERNICUS  
INTERNATIONAL, JULY 2002 TO SEPT. 2006***

*Fortune 500 International Global Distribution System.*

- Managed multi-tiered relationship with American Express globally, including overall strategic planning, financial analysis and financial assistance administration.
- Facilitated cross-regional communication to ensure global awareness of development initiatives and priorities.
- Developed and nurtured global, regional and local market relationships.
- Provided conduit for American Express input into Copernicus product development and deployment.

***DIRECTOR, RELATIONSHIP MARKETING AND MARKETING SERVICES, THE AMERICAS, TELLU INTERNATIONAL, MAY 2000 TO JULY 2002***

***International Hotel Reservations and Marketing Company***

- Directed all marketing services, Internet marketing, creative services, exhibition services, and partnership-marketing initiatives in North America, Central and South America and the Caribbean for the leading hotel marketing, reservations and supplier of IT-based solutions to hotel businesses worldwide. Interfaced closely with TellU Headquarters in Kew Gardens, London, UK, on all multi-national projects.
- Consolidated marketing-services organization to Chicago, IL, in 45 days.
- Produced partnership-marketing collateral and strategic alliances with several multinational companies.
- Consulted on redesign and content of Web site: [www.hotelreserve.com](http://www.hotelreserve.com).
- Developed such products as co-op advertising programs, Relax-O-Breaks, Meetings Unlimited.
- Broadened target audience to include corporate travel managers, meeting planners and consumers.

**PROFESSIONAL  
EXPERIENCE**

***MANAGER SALES AND MARKETING SUPPORT, AIRLINE PARTNERSHIPS AND MARKETING SERVICES, KANE TRAVEL COMPANY, KANE PERFORMANCE IMPROVEMENT COMPANY, DEC. 1998 TO MAY 2000***

***Travel Marketing***

- Managed nationwide sales/marketing support function and introduced integrated-selling concept.
- Expanded strategic alliance and public-relations activities.
- Assumed full product management for Corporate Plus Visa product, including strategic planning, product positioning, collateral development, key endorsements, and start-up and management of centralized call center that attained perfect service rating from surveys and focus groups.
- Managed Kane Travel Company's first global account consolidation.
- Researched and delivered seminars on travel safety, hotel security, airline safety, jet lag, and travel health.

**EDUCATION**

- *Bachelor of Arts in Communications*, Rutgers University, New Brunswick, NJ
- *International Studies Program*, University of Kent, Canterbury, Kent, UK
- *Completed Courses* in Quality and Management offered by American Management Association, Learning International, EPIC Systems, Landmark Education, National Business Travel Association, Peak Performers Series, Kane Performance Improvement Company, and Pacific Institute.

**PROFESSIONAL  
AFFILIATIONS**

- Member, Direct Marketing Association
- Member, Meeting Planners International
- Member, National Business Travel Association
- Member, ACTE

