

INTRODUCING:



THEORETICAL AND PRACTICAL EXPERIENCE
OF
EUNECE S. A. MORRIS

Ms. Eunece S. A. Morris is a highly experienced Management **Executive** who has demonstrated the ability to lead diverse teams of professionals to new levels of success in



a variety of highly competitive industries, cutting-edge markets, and fast-paced environments. My career began as a Student of Travel Agency and Airline Management, followed by experiences in the airline industry, private fixed based operations, Travel Agency, Corporate Events Management, Wedding Planner, Motivational Speaker, Product Marketing and Branding, Investment Broker, Property Management. My strong technical and business



qualifications has an impressive track record of more than 15 years of hands-on experience in strategic planning, business unit development, project and product management, and system engineering strategies. Proven ability to successfully analyze an organization's critical business requirements, identify deficiencies and potential opportunities, and develop innovative and cost-effective solutions for enhancing competitiveness, increasing revenues, and improving customer service offerings. My everyday objective is Q+E=CS(Quality plus Efficiency=Customer Satisfaction).

A Certified Corporate/Celebrity/Wedding Event Manager with experience in the event management field allowed for me to display my abilities through:

- Coordinating with marketing and promotions for scheduled corporate activities in product launchings, car show exhibitios, sports sponsorships, sponsored movie premieres, corporate anniversaries and other corporate events.
- Coordinating with talent managers when inviting celebrities to grace corporate events and sponsorships
- Coordinate with media personalities to ensure adequate broadcast, print and online coverage of corporate events, whether delayed on in real time.
- Plan and organize event details and conduct initial meetings with participants to ensure they know their roles during the occasions.
- Ensure that staging of events is within approved budgets.
- Preparation of client/contractor proposal and agreements.
- Assigned the tasks of planning, arranging and organizing corporate meetings and events
- Responsible for providing minute details and valuable inputs to clients on different aspects of the event
- Planned and implemented external meetings as well as maintained event calendars
- Handled the responsibilities of creating collateral materials like pamphlets and brochures as well as designed sponsorship booths.
- Assigned the tasks of making recommendations to work processes and managed budgets.

EXECUTIVE MANAGEMENT:

Executive Management successful at building high-performance executive teams and extensive leadership. A strategic visionary with a clear sense of purpose and urgency when faced with diverse situational challenges during periods of both declining sales and rapid growth. Skilled at establishing operational excellence within culturally diverse environments, translating conceptual models into specific growth strategies, and planning/executing multi-faceted global business development campaigns designed to improve market share and gross revenue.

Key qualifications include:

- Corporate Vision and Strategic/Operational Planning
- Reorganization and turnaround management
- Joint Ventures and Strategic Business Partnerships, Events and Conference Planning
- Cost Reduction/Containment and profit Optimization
- Re-engineering Operations and Process Improvements
- Negotiating/Bidding for Government/Private Contracts
- Global Market Penetration and Pricing Strategies
- Forecasting and Budgeting (Operating and Capital)
- High-End Marketing, Branding
- Events Management for Corporate and Celebrity

EDUCATION:

DIPLOMA:	Hawksbill High School, Freeport, Grand Bahama- <i>Academics-Graduate</i>	1981
DIPLOMA:	Charron Williams College, Miami, Florida- <i>Travel Agency and Airline Management/Marketing-Graduate</i>	1984
CERTIFICATION:	College of The Bahamas, Freeport, Grand Bahama- <i>Professional Executive Management</i>	2005
CERTIFICATION:	College of The Bahamas, Freeport, Grand Bahama- <i>Events Management</i>	2011

PROFESSIONAL EXPERIENCE:

MORRIS TRAVEL MANAGEMENT SERVICES- Freeport, Grand Bahama

President & Managing Director - 2003 to 2011

- Responsibility for the preservation and marketing of travel/event related products designed specifically for the high-end and Corporate markets.
- Lead the strategic planning process, formulate the corporate vision and strategic direction, initiate growth strategies, approve all major financial management and new product development initiatives, provide strategic guidance on operations, direct capital creation efforts, and approve capital projects valued up to six figures annually.
- Coordinate Concierge Services for high-end clientele through event promotions and planning, meeting and conventions, sporting events (golfing) and private social interactions (weddings).
- Represent the company to local bankers and media markets.
- Instrumental in revenue growth – the industry’s highest growth rate over a 3-year period – despite a weak balance sheet and a being a new organization.
- Ability to negotiate high-end contractual agreements for extended time periods.
- Recruited the best in the travel management industry, creating synergy, restricted the normal format of the travel business model, executed a strategic corporate revitalization initiative and eliminated repetitious layers, improving operating performance.
- Worked closely with sales and marketing organizations and played a pivotal role in capturing key customers that generated profitable bottom lines in annual revenue. Established new market metrics and grew domestic (BHS) revenues.

TRAVEL NETWORK-Freeport, Grand Bahama

Office Manager -1998 to 2003

- Senior Operating Executive with full strategic planning and Management responsibility for domestic operations.
- Maintained complete autonomous decision-making authority within the areas of travel management, marketing, corporate customer relations, finance inclusive of projections for future growth, human resources, technology, information systems and administrative affairs.
- Managed a team of five (5) in the service protocols of the International Associations of Travel Agents (IATA) .
- Launched a re-engineering initiative of existing operations and guided Travel Network to the position of leading travel performer within the entire Grand Bahama community, as measured in terms of sales growth, operating income, working capital, cash flow and internal growth.
- Identified the target companies, initiated and led negotiations, structured the transaction, guided the due diligence effort, and oversaw a flawless integration and saturation of the travelling community.
- Improved overall productivity by 6% and created the lowest-cost operating position within the industry by utilizing select automation, and the best source of travel industry customer support to advance our product.
- Negotiated a long-term strategic alliance with the world’s best online reservations systems provider, thereby allowing Travel Network direct access to partnership marketing programmes (airlines, vacation package vendors) to control both supply and price as the go to supplier and giving the company a leveraged position in terms of margin enhancement and sales productivity. Captured 46% of market share in travel sales products.

TAINO AIR SERVICES LTD-Freeport, Grand Bahama

Office Manager - 1987 to 1996

- Assumed leadership of Fixed Based Operations procedures, daily operations with direct responsibility for private charter scheduling, staff training, pilot logging, direct liaison with Air Traffic and daily monetary reports.
- Recommendations and reporting directly to the CEO. Autonomous decision-making authority for all front office operations, finance, HR with 5 direct and 3 indirect reports. Reorganized core operations, replaced ineffective staff, and assumed personal control of the sales and marketing of the establishment.
- Transformed the front line operations division to high performance that exceeded the expectation of clientele and competitors.
- Identified, negotiated, acquired and assimilated the company's position in the Fixed Based Operations and private charter sector , providing needed services and technology, a significant customer base, and key operating personnel.
- Reorganized operations and initiated a results-focused team effort. Productivity gain within the first two years.

TRANS WORLD AIRLINES-Freeport, Grand Bahama

Back Office Management/Weight and Balance Agent/Check-In Supervisor/Ground Operations Assistant 1985-1988

- Served as key internal contact point communicating operations' effectiveness.
- Contributed to operations strategy and road map development.
- Built relationships to ensure organizational readiness to meet changing industry demands as it relates to our overall operational excellence.
- Assisted in the development of a high-quality Transportation Operations team through personnel decision making and mentoring.
- Performed day-to-day operational engagement with search vendors.
- Identified strategic and forward-thinking projects to increase/enhance competitive strength using industry leading technology.
- Supervised scheduling of employees and managing work group assignments.
- Ground Operations Manager:
 - Oversaw the daily ramp operations and provided leadership to all supervisors and front line staffing.
 - Worked with corporate management to maximize operational performance in areas of on-time performance, staffing, training and safety.
 - Maintained a high level of customer service.

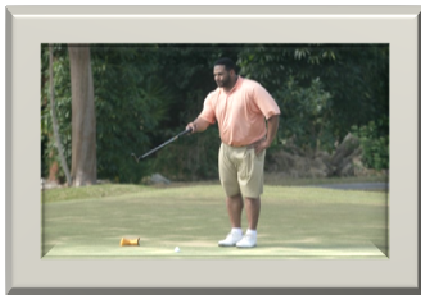
COMMUNITY SERVICE:

Rotary Club of Freeport <i>Past President/Board Member-Hurricane Relief Director</i>	1991- 2007
Red Rose Ball: <i>Executive-Protocol and Media Relations Officer</i>	2002-2010
Cancer Association: <i>Member Board of Directors-</i>	2004-2008
Chamber of Commerce: <i>Member Board of Directors-</i>	2004-2006
Hawksbill High School Reunion Committee- <i>Vice Chairperson-</i>	2010-present



ROTARY PRESIDENCY:

- I hosted Rotary International President, Jonathan Magiyabe, on his inaugural visit to Grand Bahama. We raised \$70K for the Rotary International Foundation.
- Escorted Rotary International President Magiyagbe to a private welcome reception host by Sir Albert J. Miller, Chairman of Grand Bahama Port Authority
- Chaperoned President Magiyagbe on a island tour with a scheduled tour of The Grand Bahama Children's Home.



EVENT PLANNING:

- Hosted Jerome Bettis, famed NFL Football Superstar, to Grand Bahama for Signature Golf Tournament
- Chaperoned Mr. Bettis on an island tour and meeting with the Grand Bahama Youth Football Organization
- Chaired a press conference to announce the arrival of Jerome Bettis



Wedding Coordination and Design by Eunece Morris