



RANDY WILLIAMS, CHA

PRINCIPAL

HEAD OF PRACTICE - HOSPITALITY, TOURISM, DESTINATION MANAGEMENT

PROFILE

VALUE PROPOSITION

Randy is recognized as a leader in developing and executing strategies to reposition or restructure organizations. He has extensive experience in re-energizing organizations to offer shareholders a motivated and service oriented workforce. Board governance policies and management processes that contribute to a positive work culture and strategic planning, particularly its link to an enterprise's brand, communications, marketing and responsiveness to stakeholder interests are demonstrated skills. A proven executive in growing revenues, reducing expenses and implementing innovative solutions to take advantage of opportunities and overcome challenges.

SELECTED ACHIEVEMENTS

- Recipient of the Queen Elizabeth II Diamond Jubilee Medal for contribution to Canadian tourism.
- Led the creation of Canada's first public/private partnership for tourism marketing – now an accepted global practice.
- Co-chaired with Prime Minister Harper the inaugural National Tourism Growth Strategy meeting.
- Developed and implemented advocacy strategies to successfully cause government policy change to Approved Destination Status with China; National tourism Strategy; GST credit on international conventions; USA Border Passport policy and other industry issues.
- Authored "Destination Calgary in the year 2020" – a strategic vision for tourism in Canada's 4th largest city!
- With the support of the Premier, conceived and led the process to put "Land of Living Skies" on Saskatchewan licence plates following a public consultation and competition.
- Conceived of, and made reality, Canada's Tourism Hall of Fame – inspiring young people to careers within tourism.
- Successfully opened two major hotels with financial results exceeding pre-opening budget projections.
- Won *General Manager of the Year* and *IMAGE Award* for effective management with two national hotel companies.
- Led Tourism Calgary and Tourism Saskatchewan to award winning marketing campaigns.
- Eighteen years as President/CEO of destination marketing and management organizations – advocating on behalf of the industry and in partnership with governments at all three levels.

PRIOR EXPERIENCE

- Osborne Interim Management Assignments: Intelligig, Calgary International Film Festival, Earl Grey Golf Course, a venture capital firm in LA, Cool Little Towns Marketing Partnership, Lifetime Adventures Travel.
- Tourism Calgary, Calgary (2009-2014) and Tourism Saskatchewan, Regina (1995-1999) – President and CEO
- Tourism Industry Association of Canada (TIAC), Ottawa (2002-2009) and Association of Canadian Travel Agencies (ACTA), Ottawa (1999-2002) – President and CEO
- Hotel General; Manager – 20 years in five Western Canada cities (Delta, Sheraton, Radisson, Holiday Inns)
- Served as Chair of the Board for Tourism Alliance for Western and Northern Canada; Calgary, Saskatoon, Regina Hotel Associations; Canadian Sustainable Tourism Certification Program; and Corporate Challenge Manitoba.
- Served as Director or Executive Committee member of the Board of Directors for the Canadian Tourism Human Resource Council; Algonquin College, University of Guelph and Southern Alberta Institute of Technology; Alberta, Saskatchewan and Manitoba Hotel Associations; and Winnipeg, Saskatoon, Regina and Calgary Convention and Visitors Bureaus.

QUALIFICATIONS

- Graduate George Washington University, Washington, DC – Tourism Destination Management – Masters Certificate
- Certified Hotel Administrator (CHA) & American Hotel and Lodging Educational Instructor