

## **Mark Tsuda**

CEO at Jams World / Surf Line Hawaii Ltd.

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### **Summary**

Executive in private and publicly-traded companies with experience in finance, operations, sales & marketing and human resources.

### **Specialties**

Focusing organizational structure to meet company goals, lease & management agreement negotiations, recruiting/staff development, working in multi-cultural environments including Hawaii, continental U.S., Asia, Micronesia, Fiji, French Polynesia and the Caribbean.

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### **Experience**

**CEO at Jams World / Surf Line Hawaii Ltd.**

July 2008 - Present (6 years 9 months)

**Vice President, Spa Operations at The Blackstone Group**

2006 - 2008 (2 years)

Financial, operational and sales & marketing responsibilities for the hotel/resort luxury spas in the LXR Luxury Resorts & Hotels portfolio.

**Regional Vice President, The Pacific & Corporate Vice President, Sales & Marketing at Mandara Spa LLC (Steiner Leisure)**

2000 - 2006 (6 years)

Financial, operational and sales & marketing responsibilities for 17 spas in the Pacific on 10 islands in Hawaii, Micronesia, French Polynesia and Fiji.

**Area Director of Sales & Marketing, Executive Assistant Manager at Aston Hotels & Resorts**

1997 - 2000 (3 years)

Financial, operational and sales & marketing responsibilities for Aston International's hotel properties on Guam.

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### **Skills & Expertise**

**Negotiation**

**Management**

**Hotels**

**Strategic Planning**

**New Business Development**

**Sales**  
**Retail**  
**Hospitality**  
**Marketing Strategy**  
**Team Building**  
**Coaching**  
**Budget**  
**Social Networking**  
**Finance**  
**Training**  
**Event Planning**  
**Public Relations**  
**Business Planning**  
**Budgets**  
**Entrepreneurship**  
**Event Management**  
**Human Resources**  
**Contract Negotiation**  
**Customer Service**  
**Marketing**  
**Social Media Marketing**  
**Customer Satisfaction**  
**Marketing Communications**  
**Team Leadership**  
**Microsoft Excel**  
**Real Estate**  
**Leadership**  
**Recruiting**  
**Account Management**  
**Public Speaking**  
**Social Media**

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**Education**

**University of Hawaii at Manoa**

**Bachelors of Business Administration, Travel Industry Management**

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