

Mark Tsuda

CEO at Jams World / Surf Line Hawaii Ltd.

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.

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.

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

Education

University of Hawaii at Manoa

Bachelors of Business Administration, Travel Industry Management

Interests

Active USTA tennis league participant at 4.0 level, golf, occasional skiing

