

DON ANDERSON, EXECUTIVE PARTNER: PROFESSIONAL QUALIFICATIONS

Over 35 years in the tourism, hospitality and entertainment profession, of which half were in various senior operating positions such as hotel general manager, destination organization president, resort marketing director, attraction/special event manager and industry consultant, with the remaining years as a college instructor and educational officer with California State University Fullerton and Purdue University, U.S.A. and University of Calgary and British Columbia Institute of Technology, Canada.



EDUCATION

- Honorary Certified Destination Management Executive, Destinations International (formerly DMAI and IACVB), 2001
- Certified Management Consultant, Association of Management Consultants (Marketing/Strategic Planning)
- Master of Business Administration (International Business and Tourism Management) Michigan State University, U.S.A.
- Bachelor of Business Administration (Economics and General Business) Queen's University, Canada and Western Michigan University, U.S.A.

TEACHING EXPERIENCE

- Core Founder and Former Director, Executive Program in Destination Management – CDME Credential, Destinations International/DMAI, 1992–2017
- Visiting Professor and Director, Center for Entertainment and Tourism Communications, College of Communications, California State University Fullerton, 2011–2013
- Director, Professional Development and Industry Engagement, HHS School of Hospitality & Tourism Management, Purdue University, 2002–2011
- Director and Tenured Senior Instructor, Undergraduate Programs, Tourism and Hospitality Management, University of Calgary, 1992–2001
- Executive Director, World Tourism Management Centre, University of Calgary, 1992–2001
- Facilitator/Instructor, Tourism Industry Professional Development and Training Internationally in 10 countries (China, Hong Kong, Sri Lanka, Indonesia, Australia, United Kingdom, Italy, Sweden, Jordan and Dubai), 1996–2017

PROFESSIONAL WORK EXPERIENCE

- Executive Partner, Destination Consultancy Group, 1996–Present, United States and Canada
- Chief Research Advisor, Believable Brands, 2005–Present, United States
- President/Vice-President, Calgary Convention & Visitors Bureau/Tourism Calgary, AB, Canada
- Hospitality Manager, World's Fair N.W.T. Expo '86 Pavilion, Vancouver, BC, Canada
- General Manager, Explorer Hotel, Yellowknife, NWT, Canada
- Marketing and Planning Director, Heathwood Resorts, Calgary, AB, Canada
- Vice-President, Economic Planning Group, Calgary, AB Canada
- Senior Consultant, Pannell Kerr Forster, Edmonton, Calgary and Vancouver, Canada

RESEARCH, ADVISORY AND SPEAKING ENGAGEMENT EXPERTISE

- Corporate and community/destination association strategic and business planning
- Organization and destination/community marketing strategy and management
- Association board governance and CEO/Executive Director search, succession and charter planning
- Organization/tourism advocacy and community relations planning
- Organization human resources strategy, position descriptions/requirements and planning
- Visitor center development and marketing renewal strategy
- Community/downtown development planning and marketing
- Organization/destination brand research and strategy formulation
- Tourism/services industry entrepreneurship and leadership
- Tourism competitiveness and economic development
- Hospitality, entertainment and transportation operations
- Community and destination development/tourism master planning
- Organization/community tourism action planning
- Sports tourism strategy development and educational training
- Event/festival strategy planning and development
- Food and agritourism assessment and strategy development
- Arts, heritage and cultural organization development and marketing
- Customer service/destination quality assurance evaluation
- Tourism/services industry executive development and training
- LeadDO/destination organization standards and best practices evaluation

RELEVANT PROFESSIONAL ACTIVITIES

- Extensive consulting experience with over 750 assignments completed in the United States and Canada
- Over 2,500 board, government and industry meeting facilitations during the past 20 years
- Core Founder and Past Director, Certified Destination Management Executive Program (Destinations International)
- Former Education/Professional Development Advisor, National Association of Sports Commissions (NASC)/Sports ETA
- Honorary Inductee, Destinations International Hall of Fame (2015)
- Over 500 presentations at various tourism/service industry-related association conventions and related meetings