

MARTIN CJ MONGIELLO

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CEO AND EXECUTIVE DIRECTOR

Long-term, award-winning record breaker and inquisitive leader with a proven track record of coaching increased revenue in museums, attractions, and foundations. Utilizes unusual, creative exhibitions, cutting-edge teaching approaches, and smart business decisions to achieve market positioning and sales targets. Thrives in advertising, publicity, sales, and financial management. Recognized as an inspirational, encouraging leader with an open-door policy and passion for helping people succeed with community stakeholders. High moral character and integrity are known across the world, consistently exceeding sales goals, earning honors, and recognition for teams, trusts, and boards. Ranked in the top 3% of awarded operations. Looking for a new CEO position in the museum, attraction, foundation industry.

CORE COMPETENCIES

Marketing Strategy | Brand Management & Positioning | Public Relations | Market Analysis | Marketing Communications
Dynamic Exhibition Building | Museum Based Teaching | Donor Growth | Digital Marketing | Business Development
Leadership and Coaching | Generosity Based Management | Graphic Design Expert | Social Media Management
P&L Management | Inspirational | Team Building | Public Speaking | Adobe Creative Suite | Microsoft Office Expert
Video Shooting & Editing | Copywriting Expert | SEO, SEM, CRM, SAAS Expert | Promotion | Publicity Expert

PROFESSIONAL HIGHLIGHTS

- The largest workforce managed: 6700, 36 direct reports, and \$2.6 billion in sales per annum.
 - Featured on CBS, PBS, ABC, NBC, CNN, FOX, and in 160+ newspapers and magazines. Three billion viewers gained and valued at \$28.7 million in free advertising: Hearst, FOODTV Network, New Yorker, London Times, etc.
 - Over 6,000 reviews of performance, leadership, and coaching to achieve a 9.8 out of 10 in 2018-20, from the Annual Booking.com World Hotel and Resort Awards. Global marketer reaching 190 countries.
 - An inventor who has already created close to 30 products, including ideation to production line and commercialization. Invent, create, produce, and sell proprietary items in the museum gift shop and in online shopping sites proliferating the museum's reach and memories.
 - Five Navy Achievement Medals, three Navy Commendation Medals, Presidential Service Badge #14592, Joint Chiefs of Staff service and badge, two Joint Commendation Unit Achievement ribbons with oak leaf cluster, Expert Pistol Shot Medal, Rifleman Marksman Ribbon, the Iraq medal, and Iraqi Commitment Medal.
 - An explorer in the deserts via camel and Arabian horses as well as Asian jungles and the North Pole by a nuclear submarine. Lived on three continents, learning nine languages as a very successful coach: Plug and Play expert.
 - Google Ads, Google Merchant, Amazon Seller Central, SEO and Organic Marketing, Email Marketing, YouTube, Google Analytics, Amazon Author Central, etc... **A top 4,000 viewed website in the world of one billion sites total.**
 - An expert in the book publishing business (nine books) with global distribution, media, speeches, and signings.
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PROFESSIONAL EXPERIENCE

History Television Series Host on CBS TV, "Inside the Presidents' Cabinet" series - Charlotte, NC 2019 - Present
Scratch concept, write and develop a television series featuring the stories, antiques, and artifacts of the Presidents of the United States and first families.

- Achieved almost 300,000 new views of content in just the first four months. Took the stagnant YouTube site with 12 followers to nearly 2,000 active subscribers so far. Goal of 10,000 subscribers.= and one million views is on track.
- Capable of creating, registering, writing, and starting any TV series - at any museum, attraction, foundation, and getting it on TV with syndication worldwide driving traffic and guests in.

U.S. Presidential Service Center Foundation Trusts & U.S. Presidential Culinary Museum - Grover, NC 2008 - Present
CEO & Chief Marketing Officer of Museum, Inn General Manager

Scratch design refreshing exhibits that attain world awards in a stunning and compelling approach. Coach team sales from \$2M to \$150M in the current expansion. Significantly increase endowment and donations. Responsible for all marketing,

digital, advertising, promotion, and sales. Close to 50,000 members alumni and growing. Do and control all payroll, accounting, and operations daily. Located inside of The Inn of the Patriots.

- Instructed and graduated with 5,074+ students since it's opening to date in the cooking school, which also feeds the shops and museum sales. Create any classes, including art, kids, and history-based. We are ranked in the top 3% of hotels and museums worldwide.
- Create and host large dinners centered around historical themes and dishes, costumed guest speakers in first-person and fund-raising events generating as much as \$567,000.00 in one night.
- Work with the past five Presidents totaling 25 years – massive Rolodex on LinkedIn for the benefit of the company.
- Direct access into the 2% globally for investment, endowment, participation, and visitation.
- Develops talent into more significant roles regularly and gains siloed stakeholders to get them on the mission and through obstacles and solutions together. Group work a specialty energizing the highest level of bonuses and awards never seen. Known as the "Monty Hall" of leadership for the benefit of the team members.
- Designed dozens of awarded exhibitions and collections from cradle to opening day. Conceptualizes and synergizes with the team for all-new ideas that shatter typical museum-like behavior in a presentation.
- AAA Diamond ranked winning the Diamond Housekeeping Award. LUX Magazine of Europe featured, front-cover, multi-year winning property, 2016 to present. The best culinary attraction for the Eastern Seaboard of 2020.
- Featured as a prize, five times, to 140 million viewers on Wheel of Fortune for free. An organic earned media expert. Developed the "Night at the Museum" program with breakfast. Developed and marketed numerous Outlander and colonial weekend events across the entire spectrum of skills, recipes, weapons, dress, and heritage professions.
- TV, web, movie design, trademarking, Buffer, IFTTT, Hootsuite, SproutSocial, Pagemodo, TweetDeck, Raven, SocialBro, BuzzSumo, Everypost expert. Google Analytics, Adobe Analytics, insights, shopper, customer, analytics, technology, campaign, Tableau, SAS, CRM, database, acquisition, retention, marketing, digital, SEM, SEO, paid search, display, dashboard, Omniture, site catalyst, web analytics, CoreMetrics, WebTrends, websites, Google Tag Manager, Tag Manager, Dynamic Tag Manager, HTML, and CSS used to produce intense financial returns.

North Carolina Department of Commerce – Grover, NC

2012-2019

Chairperson of the Board, Tourism Development Authority (TDA)

- Helped Cleveland County into the top 10 list for tourism, out of 100 counties, at \$106 million per year+. Outstanding interpersonal, written, and verbal skills. A keynote speaker flying worldwide (app \$7,500.00 per engagement).

King Marketing of New York, Ramada, Marriott, & Wyndham Hotels – New York, NY

2004-2008

Chief Marketing Officer, Hotel General Manager

- Led and coached teams to reposition, renovate, and operate hotels and resorts in the most attractive markets and provide services that allow resorts to achieve robust growth and generate more revenue month after month. Wrote manuals, created efficiencies, and established standards ensuring long-term success. At times, 1099 as Mongiello Associates Strategic Marketing firm. **Helped client billionaire Philip Anschutz's Examiner websites & 100+ newspapers into a top 50 website on earth** now AEG and AXS - via SEO and SEM. Named one of the fastest-growing sites by Nielsen. Grew faster than the other top 30 news sites in the USA, increasing page views more than 342%, attracting 7,569,000 unique users - we received 20.8 million unique visitors in a month with 60.1 million page views served (Omniture). Adding over 3,000 articles a day, we grew the library to 1.5 million pieces of content.
- Fortune 500 clients with sales and marketing to a 28% profit increase. Presentations, all design, sales pitches, campaign rollout, promotion, publicity, advertising, marketing, and creation.

ADDITIONAL EXPERIENCE

Veteran: US Navy, The **White House Military Office, US Secretary of State** – Tokyo, Brussels, lived worldwide in 26 cities. Retired military certificate of 30-years and served as a Public Affairs Officer (PAO) to CSG7, CTF-54, and CTF 74 covering world events featured across 100+ channels for Admiral Joseph J. Krol, Jr., CFO, CMO, COO, **a White House Chef**, Presidential Aide, as GM of the Camp David Resort and Conference Center. Worked with the **Smithsonian, Navy Museum, and Library of Congress** for collections exhibited by the Presidency and curated such.

EDUCATION & CERTIFICATIONS

The Charlotte Museum of History practicum (required for second Master's degree)
Marketing, promotion, curatorial, legal studies before beginning a doctoral degree

Spring 2019

Lenoir Rhyne University, SAS Institute for Academics
Master of Arts in Leadership and Marketing (3.675 GPA)

2018-2019

The Art Institute - **Bachelor of Science, Summa Cum Laude (3.98 GPA)** 2008-2010

Almeda College & University - **MBA and Bachelors of Arts (3.0 GPA)** 1996-2002

Harvard University, **Science & Cooking/Haute Cuisine/Soft Matter Science course**, Miami International University of Art and Design, **Web and Graphic Design via CreativeSuite Online**, Master Certified Food Executive (MCFE), International Food Service Executives Association, Certified Professional Food Manager (CPFM), Certified Household Manager (CHM), and Certified SERV Safe Manager. **Business and Marketing plan writing MASTER LEVEL**, plans are used by over 6,000 students in universities like Wharton, UNC, MIT, Stanford+, via LIVEPLAN. Ranked #1 by Inc. and the WSJ.

AWARDS & PROFESSIONAL AFFILIATIONS

Admiral Frederick B. Warder Leadership Award, US Naval Submarine League, Life Gold Medal for Public Relations, Zhenihon Kyokai Shinchushi, of Japan, Former President & Chair of the Board, American Culinary Federation, Chapter L.L.C.A, Former International Director, International Food Service Executives Association (IFSEA), Ambassador to Europe and the World Association of Chefs Societies (WACS), Six-year member Kings Mountain Advisory Council, Chamber of Commerce, Cleveland County Travel and Tourism Council host, member and Ambassador, LIFE Member of the Veterans of Foreign Wars (VFW) - LIFE Member of the Disabled American Veterans (DAV), Member of the Wounded Warrior Project (WWP), Iraq and Afghanistan Veterans of America (IAVA), member of AMVETS, member of the American Legion, professional member of the American Alliance of Museums (AAM), National Endowment for the Arts (NEA) Blue Star Highway listed, North Carolina Museum Council. GEICO Supervisor Award with Honorarium.