

DANIEL BEEMAN

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CONSULTANT/BRAND AMBASSADOR

Beeman is a highly networked, dynamic and entrepreneurial professional with 20+ years delivering creative solutions for clients. He is an authority on media, sports, retail, hospitality, tourism, marketing and events. He designs innovative revenue generating programs for properties of all sizes and types. He is adept at managing budgets and staff. He helps properties and people realize their potential. Below are some hyperlinks to case studies and a hyperlink to his online portfolio with dozens of endorsements and testimonials.

SELECTED HIGHLIGHTS

- Created and implemented strategic marketing plans for several resorts and tourist destinations
- 20+ year career leading programs at properties like PIER 39, Club Med Resorts and Mills Malls
- Led \$25 million business unit in revenue with 30% year-over-year net revenue increases at Mills Corporation
- Successfully conceived, developed and manage the largest online networking community in the world of hospitality, sponsorship and marketing professionals on [LinkedIn](#) with 19,000+ members and clients from top brands, properties and agencies. More than 50 countries are represented.
- Created comprehensive case studies with detailed testimonials from numerous clients, in STAR format

PROFESSIONAL EXPERIENCE

BEEMAN CONSULTING

Palm Desert, CA

October 2007 – Present

General Manager

Consulting services with effective, solution-oriented systems and a global presence

- Volunteer International federation of Pickleball ambassador – Mexico and Caribbean
- Volunteer ambassador for [USAPA](#) in Calabasas, Ca and avid pickleball player
- Volunteer regional marketing coordinator for Head/Penn pickleball – CA/HI
- Served [Red Frog Beach Resort](#) and [Belize Ocean Club](#) as GM and consultant to reposition properties, add incremental revenue, develop marketing initiatives, create programming, and lead staff training
- Acted as interim SVP, Marketing at [Metrocenter Mall](#). Created, developed and implemented groundbreaking, social media, marketing, sponsorship, community development and special event campaigns
- Provided revenue consulting services to clients including The City of Apache Junction and Hawaii Visitors and Convention Bureau, Miramar Events, AVP Tour and many more

CARUSO AFFILIATED

Los Angeles, CA

April 2006 – September 2007

Executive Director, Partnership Marketing

- Created and built department with new marketing, reporting, budgeting, planning, staffing and delivery systems that increased revenue from \$400,000 annually to more than \$3,000,000 annually
- Produced and sold Summer Concert Series and nationally-syndicated Holiday Television Show at The Grove
- Provided client integration, activation, analysis and valuation services to enhance value for property and clients

THE MILLS CORPORATION

Arlington, VA

April 2004 – April 2006

Vice President, New Business Development and Partnership Marketing

- Created new events to enhance revenues for property and tenants while enhancing guest experience
- Personally sold and managed over \$5 million in cash sponsorships in two years at leading real estate developer
- Exceeded sales revenue goals by more than 100% in 2005 by creating and selling new special events
- Identified the military as a viable partner and sold a \$1,320,000, one-month sponsorship to the National Guard
- Managed and trained 42 indirect reports and several business units with diverse, non-aligned interests

PIER 39 MARKET DEVELOPMENT

San Francisco, CA

June 1996 – March 2004

Director of Sales and Events

- Market development business unit leveraged Pier 39's unique assets to generate incremental revenue through events, advertising and promotional partnerships. www.pier39.com
- Promoted three times in eight years through sales leadership, success and marketing event innovation
- Managed operations and integrated Pier-wide sponsors and tenants into special events and activated at events
- Exceeded sales revenue goals by more than 100% for five consecutive years

CLUB MEDITERRANEE, Inc.

International

October 1991 – June 1996

GM, Director of Hospitality, Sports, Events, Group Sales and Operations

Club Med is a leader in all-inclusive vacations in many countries worldwide. www.clubmed.com

- Increased responsibility each year by leading teams of up to 40 staff and hundreds of guests
- Marketed, organized and hosted special events in several countries, integrating diverse cultures
- Increased sales of company products through cross-marketing platforms at the following resorts and destinations: Sandpiper Bay, FL. Turks and Caicos, BVI. San Salvador, BH. Playa Blanca, MX. Martinique
- Led community development initiatives by creating local events to enhance cultural insights and revenue

NATIONAL MULTIPLE SCLEROSIS SOCIETY Chicago, IL

October 1989 – October 1991

Special Events Manager

Through its nationwide network of chapters, the National MS Society supports research efforts, educates, provides a variety of empowering programs, organizes fund-raising events, and advocates for people with disabilities.

www.nmss.org

- Responsible for operations, event marketing, promotions, logistics and fundraising and sponsorship sales
- Expanded revenue and participation in major cycling events by over 100% for three consecutive years
- Raised more than \$1 million via donations and sponsorships and created sponsorship program for events

SPORTCORP

Chicago, IL

June 1988 – October 1989

Founder/Owner

- Sports marketing firm dedicated to helping drive new revenue streams for Non-profit event athletic events.
- Organized operations of major sporting events in Chicago: Marathon, Triathlon, MS 150 Bike Tour
- Developed, marketed and implemented revenue generating programs through corporate team competitions
- Increased overall event revenues and number of participants by maximizing operational efficiencies

PROFESSIONAL ASSOCIATIONS/AWARDS

- Featured sponsorship analyst on CBS Sunday Morning News, Bloomberg, LA Times and Brandweek
- Featured as "Marketer on a Roll" by Brandweek Magazine
- MENG (Marketing Executives Networking Group): Led fundraising and sponsorship committee
- IEG (International Events Group): Conference Round Table leader/speaker
- ICSC (International Council of Shopping Centers) University of Shopping Centers: Faculty
 - Taught "How to Maximize Revenue Non-Traditional Revenue" and received rave reviews

EDUCATION

- UNLV, Masters of Hotel Management
 - Professional paper: The implications of pickleball for hospitality industry May, 2019
- USF MBA Guest Instructor, Sports Marketing/Sponsorship 1996
- Certified Real Estate Agent 1995
- SCUBA Instructor 1993
- Eastern Illinois University, Bachelor of Arts, Communications 1988
- US Army, Infantry, Special Operations and Airborne Training 1982-1984

PORTFOLIO