



# TOM CANNOLD

Helping People Discover the World is a Calling  
Taking Care of Them on their Journeys is a Privilege

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## PROFILE

- Offers a uniquely appealing, multi-faceted skill set, developed while curating & leading unforgettable, sometimes life-changing travel experiences for individuals & groups; owning a boutique travel agency; professionally writing about travel & people; teaching group exercise classes; volunteering; and performing on stage, on screen, & in NBA arenas. • A committed listener & natural caretaker, employing those skills to all parties' benefit.
- Particularly effective serving demanding clients, including those with high wealth/status, and those who have medical/dietary/emotional needs.
- As a tour guide, guests included heads-of-state, celebrities, CEOs, & their families & entourages. • Adept at (& enjoys) solving crises on the run.
- Loves being part of a team, and can take the lead when appropriate. • Visited 110 countries • Passionate about the natural world, indigenous cultures, and the belief that all beings have value. • Excited to contribute to the goals & vision of an established company, whose values I admire.

## PROFESSIONAL EXPERIENCE

### **Freelance Luxury/Adventure Expedition Leader & Custom Travel Planner**

August 2012 - Present

- Conceived, develops, and hosts luxury/adventure journeys — groups have been as large as 18 people; trips as long as 33 days — to destinations as disparate as Africa, Asia, Tuscany, Cuba, and New York City.
- An organized, enthusiastic leader & companion, cultivating an atmosphere of warmth & confidence, giving guests the framework & freedom to make their own discoveries. Loves seeing people's faces when they encounter something that astonishes them, changes them, fills their souls.
- Pays attention to the (at times unspoken) wishes of clients, then plans — and when appropriate, improvises — adventures to match.
- Unwaveringly sees to guests' safety, including those with mobility issues & serious food allergies. Researches medical providers for every stop.
- Keeps participants engaged & exhilarated, by providing glossy, magazine-format, pre-trip materials (experimenting w/video); providing true (not just in-name) VIP treatment; surprising them with unexpected perks along the way; and post-trip, gifting them with video & photo albums.
- Superb travel researcher, finding accommodations and experiences — often unique, sometimes outrageous — custom fit to gratify guests' eyes and hearts. When online & other research proves insufficient, travels on-location (ie: Italy, Thailand,...), to choose accommodations, restaurants, attractions, experiences, local experts, private chefs, and more, that meet my exacting standards and my clients' wants & needs.
- Experienced and skillful in all aspects of trip planning, including initial inspiration; intensive research; itinerary flow; developing rapport with potential clients; choosing suppliers according to the most persnickety standards; creating mutually supportive relationships throughout; finding appropriate price points; facilitating payments; chartering aircraft; arranging visas; et al.
- Creates opportunities for participants to donate time, material goods, and/or money to local communities and/or environmental causes.

### **RDV Sportsplex (MVP Sports Clubs) (Orlando, FL)**

March 2010 - Present

#### *Zumba and Group Groove instructor*

- Teaches as many as six dance exercise classes per week, at Orlando's largest health club.
- Nicknamed, "Energizer Bunny," by colleagues, for indefatigable, hard-hitting, joyful style that — blended with gentle acceptance — inspires a loyal following of students, mostly ranging in age from 18 - 45 (though even members in their 80s keep coming to dance & feel alive).
- Devoted to enhancing students' experience, spending as many as 20 hours per week creating and/or learning new choreography, honing existing material, and taking dance classes to explore & master diverse dance styles, from Hip-Hop to Latin to Pop to Live (and more).
- Identifies potential new instructors, then mentors and encourages them, helping them gain confidence and reach their potential.
- Been nominated for customer service awards, and received commendations for being a supportive team member
- During COVID-19, is working with three other instructors to teach free, unaffiliated, online classes, keeping members (and others, from Sweden to Hawaii) moving, healthy, and connected to the world and each other.

**STAR Service (Northstar Travel Media) (Hoboken, NJ; Winston-Salem, NC)**

1996-2000; 2012

Correspondent

- Anonymously visited, and wrote hundreds of uncompromisingly unbiased and impeccably thorough reviews of luxury hotels, resorts, safari camps, lodges, bungalows, and cruise ships, on assigned beats from Indonesia to Botswana, to Ecuador to Alabama, and more.
- Initiated & established STAR's presence in China, by noting the absence of, and need for, coverage of the country's hotels; approaching the publisher; developing the beat; forging the government relationships necessary to do the job successfully, & personally visiting 100 properties.

**Orlando Magic and Sportsplex Illustrated Magazines (Orlando, FL)**

2005-2009

Freelance Journalist

- Wrote in-depth profiles of NBA players, and health club members & employees, with a warm, personal style, focusing on how human beings make a difference in the world.
- Ghost-wrote quarterly editorials for CEO, connecting our readers to the company's vision, and its bond with the community.

**Integrated Travel, LLC (New York, NY)**

1994-1996

Chief Executive Officer (CEO) &amp; Co-Founder

- Co-created boutique travel agency, specializing in corporate, luxury, and nature travel.
- Helped pioneer industry trend of charging fees for research & planning, reasoning that time & expertise are a travel agent's commodities, and that agencies have higher commitments to their clients than they do to suppliers...so that's where both the primary responsibility and financial relationship should be. Offered a money-back guarantee of those fees, if clients felt our services were, in any way, unsatisfactory.
- Developed company into a successful venture, and sold business to partner.

**Liberty Travel (New York, NY)**

Outside Travel Agent

1989-1994

- Used personal and professional networks to create and serve a loyal customer base.
- Developed aptitude for research, and learned to fit clients to the products that were right for them.

**Walt Disney World (Lake Buena Vista, FL)**

Guest Relations Trainer

1984-1985

- Redeveloped the week-long training curriculum for department new-hires, to reflect changes in the rapidly growing/changing company, to even better care for guests' needs/wants, and to imbue the company's values and renown service standards.
- Trained new groups of potential tour guides/guest relations hostesses/hosts to those same standards.

Guest Relations Host/VIP Tour Guide

1982-1985

- Provided private tours for VIPs, including Michael Jackson, Cyndi Lauper, the U.S. Olympic Team, and Jiang Zemin (later to become General Secretary, People's Republic of China), among others.
- Aided thousands of guests by helping them plan their days, find their lost children, make their hotel & restaurant reservations, and solve what they sometimes thought were insurmountable problems, in the massive (twice the size of Manhattan) resort that is Walt Disney World.

**Actor/Performer**

- Current dancer for Classic 407, the NBA's Orlando Magic's 55-yrs-&-up, Hip-Hop Dance Crew. September 2019 - Present
- Appeared in wide range of TV shows, plays (NYC & Regional), and movies, notably Dirty Dancing. 1982 - 1993

**SAMPLES OF COMMUNITY INVOLVEMENT**

- **Dr. Phillips Center for the Performing Arts** - Founding Donor & Ambassador for Orlando's stunning, world-class performing arts complex.
- **RDV Sportsplex** - Participates in, programs, promotes, and helps organize events to raise money for various causes, including hurricane survivors, Pulse nightclub mass-shooting victims, Second Harvest Foodbank, and more.
- **WMFE-90.7 FM (NPR)** - On-Air Fund Drive Host, valued for playful, personal style; Past member of Development Committee; Past on-air co-anchor of the Audio Reading Service, broadcasting audio versions of newspapers and magazines to sight-impaired individuals.
- **Post 9/11 All-Faiths Peace & Tolerance Rally** - After seeing hostility being directed at Muslims in the aftermath of 9/11, co-organized and co-directed an event for leaders & 1500 members of more than a dozen faiths to come together for peace & tolerance. Covered by CNN.
- As **Integrated Travel CEO**, paid employees to volunteer four hours every month, to the causes of their choice.
- At several friends' requests, became **Ordained Minister**, trusted to help them begin their marriages in an atmosphere of safe, sacred calm.

**EDUCATION AND REFERENCES ON REQUEST**