

SHELLEY MACCINI

EDUCATION

University of Central Florida, Orlando, FL PhD, Texts and Technology	2025 (anticipated)
University of Central Florida, Orlando, FL Masters of Business Administration	1998
George Washington University, Washington, DC Juris Doctor	1995
University of New Hampshire, Durham, NH Bachelor of Science, Hotel Administration	1990

PROFESSIONAL CERTIFICATION

Admitted, The Florida Bar	1996
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TEACHING EXPERIENCE

University of Central Florida Instructor – Integrated Business <u>Courses Taught:</u> Data Driven Decision Making, as course lead Business Climate Analysis <u>Committee Assignments:</u> Undergraduate Policy and Curriculum Committee (UPCC) Faculty Search Committee for Data Driven Decision Making, Chair Faculty Search Committee for Business Research for Decision Makers, Chair Big Data Blue Ribbon Panel	2017-present
University of Central Florida Adjunct Lecturer – Integrated Marketing Communications	2001
Southern College Adjunct Instructor – Marketing	2000
Adjunct Instructor – Spreadsheets	2000
University of New Hampshire Teaching Assistant to Dr. Raymond Goodman – Advanced Food & Beverage Management	1990

SIGNIFICANT PROFESSIONAL PRESENTATIONS

Central Florida Hotel & Lodging Association
Central Florida HSMAI
SKAL
Central Florida Vacation Rental Managers Association
Southeast Tourism Society

SIGNIFICANT PROFESSIONAL RESEARCH PROJECTS

Brand Strategies
Evolution of Vacation Planning and the Role of Interactive Channels
Perceptions and Future Expectations of the Different Generations toward the Appeal of the Disney Brand
Return on Investment and Marketing Performance Measurement
Visitor Profiles, Segmentation, and Spending
Advertising Awareness
Major League Baseball Spring Training Profile

PROFESSIONAL EXPERIENCE

Destination Strategy Partners

President 2015 – 2017

Hilton Worldwide/Crestline Hotels and Resorts

Area Director of Sales and Marketing 2013 – 2015

Experience Kissimmee/Kissimmee Convention & Visitors Bureau

Executive Director 2011 – 2013
Strategic Research and Marketing Manager 2007 – 2011
Research Manager 2003 – 2007
Research Analyst 1998 – 2003

Shades of Green Resort

Statistical Control Analyst 1996 – 1998

SIGNIFICANT PROFESSIONAL MEMBERSHIPS AND COMMUNITY INVOLVEMENT

Leadership Orange 2016/2017 Cohort
Past Secretary of Hunter's Creek Middle School Advisory Council
Past Treasurer of Orlando Gymnastics Parents Organization
Past Junior Achievement Volunteer Classroom Instructor
Past Ex-Officio Board Member of Kissimmee/Osceola Chamber of Commerce and Osceola Resort Area Council (ORAC)
Past Ex-Officio Board Member of Central Florida Hotel & Lodging Association (CFHLA)
Past Member of Visit Florida Promotions Committee
Past Member of Visit Orlando Research Committee
Past Member of Travel & Tourism Research Association (TTRA)