

Michael "Doc" Terry  
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## INDUSTRY EXPERIENCE

HOSPITALITY FUTUREWORKS, ORLANDO, FLORIDA 2002-2012  
International Instructor/Trainer/Consultant, Specializing in Hospitality  
Business Training, Marketing/Branding, Strategic Planning, etc.

STARWOOD HOTELS AND RESORTS, ORLANDO, FLA.  
SHERATON STUDIO CITY HOTEL 1999-2001  
G.M., 300 room Hollywood-themed, entrance to Universal Studios

INTERCONTINENTAL HOTELS , FLORIDA 1989-1998  
HOLIDAY INN SUNSPREE RESORT, COCOA BEACH  
G.M., 635 room resort located directly on the Atlantic Ocean  
HOLIDAY INN ORLANDO AIRPORT, FLORIDA  
G.M., 300 room commercial hotel Orlando International Airport.  
Chairman, Central Florida Holiday Inn Marketing Co-op

HILTON HOTELS, FLORIDA 1982-1988  
BOCA RATON/DEERFIELD BEACH HILTON, FLA.  
General Manager, four-diamond 220 room commercial hotel.  
Vice-president of "Hilton's of Florida" Marketing Cooperative.  
HOLLYWOOD BEACH HILTON RESORT, FLA.  
General Manager, 320 room intra-coastal resort. Member POW-WOW,  
American Bus Association, Worldwide IATA convention

HELMSLEY HOTELS, CLEVELAND, OHIO 1976-1981  
Food and Beverage Corporate Director, 75 Dutch Pantry casual  
Restaurants and 23 four-diamond hotel F & B restaurants

## PROFESSIONAL ACCOMPLISHMENTS

PROFESSOR, University of Central Florida Hospitality Management 2001-2012  
(Lodging Development, Restaurants, Guest Services, Hospitality Branding)

CERTIFIED HOSPITALITY SENIOR TRAINER, AHLA Educational Institute 1989-2012  
(Food and Beverage, Sales and Marketing, General Manager)

CONSULTANT - North America, Europe, Middle East, Far East, Latin America  
SPEAKER, Hospitality Conferences including: Hospitality Financial &  
Technology Professionals; U.S. Air Force; Marriott Hotels; Chilean Hotel  
Association, Santiago, Chile; Starwood Hotels; Hospitality Sales & Marketing  
Association International; Cirque du Soleil, Montreal, Quebec; Hilton Hotels;  
ITC Sheraton, Mumbai, India; Beaches, Turks and Caicos; Buccaneer Resort,  
St. Croix; Nevada Hotel and Lodging Association; University of Aruba; Tourism  
Institute, Beijing, China; Mandarin Oriental, Manila, Philippines; Intrawest  
Resorts, Mont Tremblant, Canada; Global Hospitality, Dubai, UAE

## ACADEMIC CREDENTIALS

Bachelor of Science, Business Administration, Ohio State University  
Masters of Business Administration, Southern Illinois University  
Ph.D. International Business, Barry University (formerly University of Orlando)