

BARRY JACOBSON

OVERVIEW

Barry has compiled an impressive breadth of experience in a multitude of successful Disney businesses over his 37-year career.

His business savvy and empowering "people first" leadership philosophy helped deliver world-class personalized guest, member, and customer experiences by developing a culture that supports the flawless delivery of service excellence.

Barry leads with influence and purpose, establishing sustainable processes and ensuring all stakeholders are enrolled, engaged and enabled. In this way, Barry has been able to transform cultures into consumer centric, customer responsive and growth-driven teams that deliver revenue and margin improvements through innovation, new business development, cost optimization and mutually beneficial strategic partnerships.

Best known for his passion in hospitality, luxury, and premium services, Barry concentrates on guest relations management and operations, driving the brand experience to align with a company's personalized and customized engagement goals. His performance-driven skillset has brought successful innovation to major brands throughout his career including the Walt Disney Company, the Dallas Cowboys organization, and ClubCorp, delivering record revenue growth and significant cost optimization during his tenures.

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CAREER HISTORY

IT ALL STARTED WITH A 'MOUSE'

SUMMARY

2019-Today: Consultant: Keynote Speaker, Leadership Coach, and Customer Experience Advisor

2013-2019: General Manager of Golden Oak, Club 33, and Walt Disney World Spas and Salons

2012: Director of Meetings and Education, Meeting Professionals International (MPI)

2011-2012: Director of Conference Management and Catering, The Sands Group - Venetian/Palazzo Resort

2010: Vice President Special Events, Dallas Cowboys Football Club-Legends Hospitality

1998-2010: Director Corporate Meetings and Special Events, Walt Disney World/Walt Disney Company

1994-1998: Services Director, Conventions, Catering, Special Events and Disney's Fairytale Weddings

1992-1994: Resort Food & Beverage Manager, Disney's Grand Floridian Resort and Spa

1990-1992: Resort Resident Manager, Disney's Grand Floridian Resort and Spa

1988-1990: Resort Front Office Manager/Resident Manager, Disney's Polynesian Resort and The Disney Inn

1985-1988: Club Manager, ClubCorp of America

1984: Area Manager, Disney's Fort Wilderness Resort

1983-1984: Manager, Disney's Special Activities

1981-1983: Assistant Manager, Disney's Polynesian Resort, and Contemporary Resort

1977-1980: Lifeguard/Recreation Host, Walt Disney World

CAREER HIGHLIGHTS

WALT DISNEY WORLD RESORT, LAKE BUENA VISTA, FL

General Manager Golden Oak, Walt Disney World Spa and Salon Operations, Director Club 33 (May 2013 – October 2019 in this role, 37 total years of service to Disney)

GOLDEN OAK: Responsible for the operation of Disney's luxury, 300 estate home, residential community located on Walt Disney World Resort property. Provided leadership direction for the residential and non-residential association for community operations, club membership, resident concierge level services and private transportation fleet, food and beverage, resort style pool, health and wellness facility, custom special events, catering, security, engineering, facility maintenance, accounting, and resident marketing and communications.

WALT DISNEY WORLD SPA AND SALON OPERATIONS: Managed and lead six spa and salon locations located at Disney Resort properties. Created and established 'Character Couture', Disney-inspired hair and makeup, a new and innovative incremental business to catapult the Disney experience and brand loyalty, and to increase revenue.

DIRECTOR CLUB 33: Lead the opening and delivery for 4 distinct private clubs located in each Theme Park at The Walt Disney World Resort. Span of control included creative brand stories, membership sales, facility management, food and beverage, club concierge, member engagement, special events and operations of each club.

MEETING PROFESSIONALS INTERNATIONAL, (MPI) - DALLAS, TX

Senior Director Professional Development and Events, (October 2012-April 2013)

Responsible for developing and designing the strategy for MPI's education and event portfolio to ensure maximization of revenue objectives and achieve partner and member satisfaction through growth initiatives. Designed and facilitated the RFP selection process to ensure strategic partnership goals. Partnered with marketing and sales in collaboration to advance professional development and assess market needs to drive event attendance, new business revenue opportunities, and exceed financial goals.

THE VENETIAN/THE PALAZZO/SANDS EXPO CENTER, LAS VEGAS, NV

Executive Director Catering and Convention Operations, (February 2012-June 2012)

Responsible for managing the convention services and banquet leadership team and staff that created group and convention events in 2.3M square feet of meeting space and a financial span of control of 96M in food and beverage revenue. The scope of the position included the leadership of department heads in conference services, banquet operations, meeting services, meeting concierge, and weddings. The frontline banquets staff consisted of 400 full-time team members that would flex to over 800 based on large-scale conventions.

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ACHIEVEMENTS

•WALT DISNEY WORLD SPAS AND SALONS
Created incremental business 'Character
Couture' Disney-inspired hair and makeup

•SUPERBOWL XLV, DALLAS COWBOYS
Achieved 1-day revenue of \$3M premium
suites and \$1.5M catering while directing
team responsible for gameday service

•EVENT SOLUTIONS MAGAZINE AWARD
Named 2010 Corporate
Planner/Producer of the Year

• WALT DISNEY COMPANY
Selected as General Manager for
Disney's first ever Fan exposition, D23 expo

WALT DISNEY COMPANY
Selected for Opening Team Disney's
California Adventure, Disney Cruise Line,
Hong Kong Disneyland, Tokyo Disneyland
and Tokyo Disney Sea, Disneyland Paris
and Disneyland Paris Hollywood Studios

•ROSEN SCHOOL OF
HOSPITALITY MANAGEMENT
University of Central Florida,
Adjunct Professor

•OPERATION SHARED SHOES
Board of Directors

•ROTH JEWISH COMMUNITY CENTER
Board of Directors

EDUCATION

UNIVERSITY OF PHOENIX
Master of Business Administration

UNIVERSITY OF CENTRAL FLORIDA
Bachelor of Science in
Business Administration

CAREER HIGHLIGHTS CONT'D

LEGENDS HOSPITALITY LLC, ARLINGTON, TX

Vice-President of Special Events, Cowboys Stadium, (September 2010 – September 2011)

Responsible for leading the team that generates incremental revenue at Cowboys Stadium through the sales, catering, and execution of private group special events. Led the premium team responsible for all food and beverage services supporting 364 suites and all club-level facilities. Achieved \$3M in revenue while directing team responsible for premium hospitality services for SUPER BOWL XLV. Reduced labor costs by \$150,000 per game by realigning and staggering call times for employees for catered functions and game day services.

WALT DISNEY WORLD, ORLANDO, FL

Director of Event Management, Walt Disney World (July 1994 – September 2010)

Global responsibility for The Walt Disney Company for planning, organization, and execution for all internally driven company events, participant and alliance partner functions, meetings, and high profile, top priority events. Provided leadership and vision acting as Managing Director of Participant Services and Special Events. Developed and strengthened integrity of Disney brand by establishing strategic alliances, managing relationships, and meeting financial goals. Represented company during key visits of alliance partners, Board of Directors, government and foreign dignitaries, and celebrities Accountable for aligning staffing levels as well as ensuring excellence in client satisfaction ratings. Devised segment-wide core competencies for event management at Disneyland Resort and Disneyland Paris. Trained and developed new employees for Newport Bay Hotel at Disneyland Paris.

Director of Catering & Convention Services, Walt Disney World (May 1994 - July 1995)

Responsible for Group and Convention business, planning all aspects for meetings in incentive, corporate, and association markets. Provided vision and direction, managing Food & Beverage as well as theme park admissions, and defining entertainment goals. Also, responsible for Disney's Fairytale Weddings operations.

Hotel Manager / Food & Beverage Director, Disney's Grand Floridian Resort & Spa (1990 - 1994)

Oversee daily operations for Disney's 905-room flagship resort. Accountable for \$80M budget and for generating unsurpassed quality in bell services, concierge and guest services, recreation and health club facilities, housekeeping, custodial, and front office. Managed 10 food and beverage facilities and 60,000 square foot convention center as Food and Beverage Manager, with oversight for \$52M revenue budget, 75 managers, and 500 employees. Responsible for budgeting, forecasting, procurement, marketing, menu development, human resource compliance, and P&L analysis. Trained all staff to comply with company standards, procedures, and profit margins.

CLUBCORP OF AMERICA, ORLANDO, FL

General Manager, Sweetwater Country Club, Longwood, FL (1985 – 1988)

Responsible for 3500-member club, member relations and satisfaction, profit and loss responsibility, club operations, food and beverage, golf operations, membership, and staffing. Provided focused training in member relations and service standards for private club industry. Additional scope included regional membership training, and operations assignments at Errol Country Club, The Country Club at Heathrow, and The Citrus Club.

CONSULTANT

University of Oklahoma, Norman, OK

Completed a guest experience review of college football game day operations that included a review of security, club food and beverage, concessions, ticket operations, custodial, and guest logistics.

All Access Hospitality & Entertainment, Dallas, TX

Developed a business plan to enhance the ability for the mobile catering operation to drive additional revenue generating opportunities. Completed a request for proposal for the 2012 AMGEN Tour of California bike race.

ClubCorp, Stonebridge Ranch Country Club, McKinney, TX

Provided an overview observation report and recommendations to improve the club member experience in food and beverage, special events, and overall club conditions.

NEXTGEN, Horsham, PA

Retained to support all VIP food and beverage logistics for the NEXTGEN annual conference held in Las Vegas at The MGM Grand property. Developed menus and supported logistics for senior leader functions.