

# **Strategic and Operational Consultancy Team**

# Services

- Strategic Planning
- Valuation, Forecasting, Feasibility Analysis
- Revenue and Profit Maximization
- Operational Planning and Efficiency
- Market, Guest and Employee Research
- Guest Experience Enhancement
- Customer Relationship Management
- Emotional Engagement
- Organizational Development/Human Resources

# Team Member Profiles



**Brad Rex**, CEO of TBRG, LLC. 25 years of corporate experience, with 15 years in the hospitality industry, including Disney and Hilton. Led strategic and financial planning for Walt Disney Parks and Resorts for six years. Led Business Development team that negotiated Hong Kong Disneyland. Vice President responsible for all hourly labor management at Walt Disney World (33,000 Cast Members). Led Epcot theme park for six years, through the aftermath of 9/11 and a major expansion period. Graduate of the United States Naval Academy and Harvard Business School, both with distinction. Former nuclear submarine officer.



**Joni Newkirk**, CEO of Integrated Insight, Inc., a consulting firm helping organizations reach their full potential through data driven insights. 20 year Disney veteran. Was Senior Vice President of Business Insight and Improvement responsible for Forecasting, Pricing, Revenue and Profit Management, Market Research and Industrial Engineering. Graduate of the University of Florida with BS in Statistics and MS in Operations Research from the University of Central Florida.



**Scott Sanders**, Principal and EVP of Integrated Insight, Inc. 20 year Disney veteran. Former VP of Pricing for Walt Disney Parks and Resorts worldwide, pricing and revenue managing over \$8B in revenue through admissions, resort rates, F&B, merchandise, and all ancillary venues. Former executive with John Q. Hammonds and Bass Pro Shops. BS in Accounting from the University of Central Florida.

# Team Member Profiles (continued)



**Roger Berry**, President of Dale Ventures, LLC. 28 years of information technology experience at Tenneco, Campbell Soup and Disney. Most recently, led the Information Technology division of Walt Disney Parks & Resorts (WDP&R) and was responsible for the Segment's creative IT efforts across the globe. Named as one of the Top 100 CIOs in the country. Graduate of the University of Houston.



**Betsy Jordyn**, CEO of Accelera Consulting Group. 15 years of corporate experience, including 7 years at Disney. Project managed total redefinition of Disney's guest/cast experience and rebranding of Disney's Animal Kingdom park. Professional facilitator and Organizational Development consultant. Indiana University with a B.A. in History and Master's degree in Human Resources Management/Organizational Development from Rollins College.



**Michael Schweitzer**, Managing Member of Brightpeak International. 15 years experience in financial modeling and industrial engineering, including over 10 years at Disney. Negotiations team member for Hong Kong Disneyland and Shanghai Disneyland. Senior Manager of Industrial Engineering for Walt Disney World and Disneyland. Graduate of Penn State University, with Masters in Hospitality Management from Cornell University.

# Benefits

## **Long Range Strategic Planning (5-20 years)**

- Through a Strategic Planning process, operators can increase profit growth with optimized, high return additions, while minimizing exposure to cyclical downturns and external threats.
- Failure to create a long term plan results in wasted capital and declining performance.

## **Strategic Revenue Assessment**

- Pricing, marketing, sales, distribution, packaging and product initiatives are critical decisions for successful, long term profitability.
- The SRA is a market based, holistic analysis that has increased client income from 15% to over 30% in 12-24 months.

## **Valuation, Mergers and Acquisitions**

- Successful evaluation of new business opportunities requires financial, strategic and operational insight.
- An experienced team prevents “surprises” post-acquisition and can identify significant value enhancements for newly acquired assets.

## **Leadership/Team Member Engagement/Guest Service Enhancement**

- Disney is world renown for its guest service. Providing exceptional service ensures a virtuous cycle of return intent from existing guests and positive word of mouth driving new guests.
- Guest Experience Cycle analyses can show opportunities to enhance loyalty and return intent.
- The consultancy group has over 80 years of combined Disney experience to bring Disney-level service to your location.

# Benefits (continued)

## Operational Planning and Efficiency

- Having the right number of team members at the right location at the right time increases revenue, minimizes costs, improves service and ensures high morale.
- Through the Ideal Labor Management Process, labor needs can be closely managed for maximum performance.

## Organizational Development

- Organizational structure and alignment are critical to the successful operation of a company.
- Many companies are reactive rather than proactive in determining the correct structure, adding people haphazardly as the company grows. An organizational plan determines the key hires and timing of those hirings.

## Strategic Information Technology and Customer Relationship Management

- Companies have spent millions of dollars on non-productive information technology projects.
- Most CRM solutions are superficial and do not emotionally engage Guests. The best solutions “know me and make me feel special,” generating intense customer loyalty and brand fanatics.
- Our team can help you select the right solutions and ensure successful implementation.

## Holistic Approach

- Outstanding business results occur when all parts of the business are coordinated and optimized.
- Many companies hire consultants in a piecemeal manner to deal with individual issues. These companies often get conflicting recommendations and poor results.
- This team solves problems holistically, with integrated solutions to complex business problems.

# **We Would Like To Use Our Experience To Serve You**

**For more information, please contact:**

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