

# CHUCK M. MARTINEZ

1514 Mercado Avenue • Coral Gables • Florida 33146  
305.812.0891 • CMMartinez@WaldorfMG.com

---

## Experience:

June 2005-Present

### WALDORF MANAGEMENT GROUP, LLC

Managing Principal

*Waldorf Management Group redefines the condominium living experience by providing its clients with the highest level of five-star service, professionalism and financial accountability. Our company offers an engaging and responsive approach combined with a unique synergy of luxury hospitality experience, legal expertise and an in-depth understanding of the construction process.*

March 2004-Present

### ADELFI GROUP, Inc.

Founder & Principal

*Adelfi Group is a Miami-based tourism and hospitality consulting firm which provides results-oriented and pragmatic solutions for its clients. Adelfi offers hands-on expertise in all aspects of the hotel and resort industry, with a specific focus on sales and marketing; market studies; sales training; revenue, expense and property performance audits; acquisition and development consulting; strategic planning, budgeting and forecasting; executive search and trade show marketing*

July 2002-March 2004

### GRAND PRIX AMERICAS/CART, Inc. (Championship Auto Racing Teams)

President & General Manager

*Developed, coordinated and managed a global television event attended by over 100,000 people. Worked in conjunction with City, County & State officials to convert Biscayne Boulevard/US1 into a motor racing circuit which resulted in an economic impact of over \$48 million dollars during the two years of the event.*

- *Managed all creative aspects of the event and a marketing & advertising budget of \$1.5 million*
- *Directed a sales team that successfully sold, negotiated and fulfilled over \$2.5 million in sponsorship in two years*
- *Directed a team of 12 people year-round and over 300 volunteers during race week*
- *During 2002 and 2003 The Grand Prix Americas earned the highest television rating of any open-wheel auto race, except the Indianapolis 500*

Jan. 2003-Jan. 2004

### CART Hispanic Initiative/CART, Inc. (Championship Auto Racing Teams)

Vice-President, Marketing & Communications

*Directed all marketing & public relations efforts for the Hispanic market on behalf of the Champ Car World Series, the longest-running and most prestigious open-wheel racing series in North America.*

- *Worked closely with Hispanic racing teams and existing Hispanic sponsors to maximize their return on investment*
- *Worked with Anglo sponsors to help them penetrate key Hispanic markets in Los Angeles, Denver, Miami and Mexico*
- *Successfully developed strategies & presentations for the solicitation of Hispanic sponsorship to the Champ Car World Series*
- *Developed a comprehensive media strategy and worked closely with Hispanic media outlets in North and South America to promote the Series' message and brand. This resulted in over 900 stories about the Series in Hispanic publications and media outlets*

January 1999-July 2002	<p><b>PGI, INC., Miami, Florida</b> (Production, Logistics &amp; Event Management)          Managing Director (January 1999-April 1999)          Regional Vice President &amp; Managing Director (April 1999-July 2002)  <i>PGI is a global leader in the areas of business theater production, trade show management &amp; development and logistics &amp; event management. Supervised and managed four offices in Florida and the Caribbean with 33 employees and \$10 million in annual sales. During three year period in the region grew revenues by 300% increased profits over 100%</i></p> <ul style="list-style-type: none"> <li>• Developed all sales strategies and worked closely with the sales team on all major client presentations</li> <li>• Primary clients were area hotels (i.e. Diplomat Resort, Ritz-Carlton Key Biscayne, Loews Miami Beach, Wyndham El Conquistador, Hyatt Dorado Beach) and Fortune 500 corporations (i.e. Duke Energy, IBM, Xerox, Starwood Hotels &amp; Resorts, Tyco)</li> </ul>
June 1991-January 1999	<p><b>GREATER MIAMI CONVENTION &amp; VISITORS BUREAU, Miami, Florida</b></p> <p>Associate Vice-President of Sales (December 1996-January 1999)          Director of Convention Sales (October 1994-December 1996)          Senior National Sales Manager (September 1992-October 1994)          Convention Sales Manager (June 1991-September 1992)</p> <p><i>During 8 years with the Greater Miami CVB, was promoted three times. As Associate Vice-President of Sales, supervised and directed a sales team of six individuals and worked closely with the Senior VP of Sales and with the Greater Miami area hotels &amp; attractions to develop goals, strategies, advertising and marketing initiatives to promote the Miami destination to the meetings, groups &amp; convention market.</i></p> <ul style="list-style-type: none"> <li>• Managed key city-wide accounts and bookings (i.e. Summit of the Americas, Sterling Software, American Bar Association, PCMA)</li> <li>• Managed Medical &amp; Trade Association markets in Washington, DC and Chicago</li> <li>• Organized client familiarization trips to Greater Miami</li> <li>• Organized and directed annual City Sales Blitzes to the Chicago area market</li> <li>• Exceeded sales goals every year...during 8 years generated over 1100 sales leads and booked over 1 million room nights...was top sales producer during four of the eight years with the Greater Miami CVB</li> </ul>
May 1988 - June 1991	<p><b>THE COLONNADE HOTEL, Coral Gables, Florida</b></p> <p>Natl. Sales Manager (May 1988-May 1990)          Associate Director of Sales (May 1990-June 1991)</p> <p><i>Supervised a team of three sales professionals and managed the New York/Northeast Corporate market for the opening of this 4 Star/4 Diamond property and worked closely with the Director Sales to develop marketing, advertising &amp; sales strategies.</i></p> <ul style="list-style-type: none"> <li>• Successfully exceeded sales goals by over 150% in 1988, 140% in 1989 and 180% in 1990</li> <li>• Named Manager of the Quarter for October-December 1990</li> <li>• Named Manager of the Year for 1990</li> </ul>
June 1987 - May 1988	<p><b>STOUFFER HOTELS AND RESORTS, Orlando, Florida</b></p> <p>Management Trainee</p>
Education:	<p><b>Florida International University, Bachelor's Degree, 1987</b>          School of Hospitality Management</p> <p><b>University of Florida, Bachelor's Degree, 1985</b>          Liberal Arts and Sciences with a major in English</p>
Languages:	<p>Fluent in Spanish</p>