

Robert H. Coffey  
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Experienced, Successful Public Venue Manager and Marketer  
Hospitality and Venue Management Consultant

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### PROFESSIONAL EXPERIENCE

GEORGIA WORLD CONGRESS CENTER AUTHORITY      ATLANTA & SAVANNAH, GA  
MANAGEMENT-OPERATIONS CONSULTANT      JAN 2016--JUNE 2017  
Assisted in transitioning the Savannah International Trade & Convention Center from private (SMG) to public (State Authority) management. Advised the Authority in its own senior management realignment.

SAVANNAH INTERNATIONAL TRADE & CONVENTION CENTER      SAVANNAH, GA  
GENERAL MANAGER      FEB 2002--JAN 2016  
Responsible for the operations and performance of this 350,000-sf convention and exposition facility on Savannah's historic riverfront, site of the 2004 *G-8 Summit*.

- Exceeded financial and booking objectives for 14 of 15 budget years.
- Conceived and realized convention transportation program for Savannah.
- Team earned multiple convention industry awards for service excellence.
- Frequent direct coordination with City, County, State and Federal agencies.
- Guided client master-planning of adjacent maritime & development tracts.
- Only convention center in US to operate its own water ferry system.
- Quality F&B reputation generated profitable off-premise catering accounts.

JACKSONVILLE SPORTS, ENTERTAINMENT AND CONVENTION FACILITIES--SMG  
DIRECTOR and ASSISTANT GENERAL MANAGER      MARCH 1997—FEB 2002

Responsible for operations and performance of the 296,000-sf Jacksonville Prime F. Osborn III Convention Center and the multi-venue Times-Union Center for the Performing Arts, home to *Jacksonville Symphony Orchestra* and *FCCJ Broadway Artists' Series*.

- Exceeded convention center financial, operating objectives, 1997 through 2001.
- Planned, oversaw critical acoustic/HVAC refit of the Jacoby Symphony Hall.
- Team's Emergency Plan, Employee & Contractor Handbooks benchmarked by SMG.
- Significantly strengthened relationships with TDC, CVB and local hotel partners.

## ADDITIONAL PROFESSIONAL EXPERIENCE

Jacksonville Zoological Society    Jacksonville FL    Sep 1995--Aug 1996  
*Contracted to create marketing and communications programs for Jacksonville's Zoo*

Richfield Hospitality Services    Jacksonville, FL    June 1993--Aug 1995  
*General Manager for the 325-room Marina Hotel & Conference Center at St Johns Place*

Swancourt Hotels-Posadas North America    Dallas, TX    Feb 1991--Jan 1992  
*Vice President, Marketing for a company operating 8 hotels in Texas and California.*

Embassy Suites, Inc.    Dallas, TX    May 1990--Feb 1991  
*District Director of Sales for the 18 hotels of Embassy Suites' Southwestern District.*

Sheraton Colorado Springs Hotel    Colorado Springs, CO    Sep 1988--May 1990  
*Director of Marketing for a 500-room convention hotel with 43,000 sf of meeting space.*

South Padre Hilton Resort    South Padre Island, TX    Oct 1984--Sep 1988  
*Director of Marketing for a 430-unit beachfront conference-resort complex*

## SELECTED PROFESSIONAL ACTIVITIES

Board/Executive Committee, *Visit Savannah* (Convention and Visitors Bureau)  
Vice-Chair, Savannah Visitor & Convention Mobility Board  
Board, Jacksonville Historical Society  
Board, Skidaway Marine Sciences Foundation  
Board, Jacksonville and the Beaches Convention and Visitors Bureau  
Chair, South Padre Island (TX) Convention Center Commission  
Chair, Colorado Springs Convention Liaison Council  
Councilman, Town of Winter Park, CO

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BA, History (Russian Studies), University of Tampa, FL  
US Army: 23 years Active & Reserve Service  
Rower, Kayaker, Diver, Reader