



AGENDA REPORT
February 12, 2019

Confirmation: Peter Cranis as Tourism Development Office Director

SUBJECT:

Confirmation of Peter Cranis as the Tourism Development Office Director

FISCAL IMPACT:

N/A

DEPT/OFFICE:

ACM Community Services

REQUESTED ACTION:

It is requested that the Board of County Commissioners confirm the appointment of Peter Cranis as the Tourism Development Office Director effective March 4, 2019 at an annual salary of \$115,000.00.

SUMMARY EXPLANATION and BACKGROUND:

Pursuant to the Brevard County Charter and Code of Ordinances, the Board of County Commissioners is asked to confirm the appointment of Peter Cranis as the Tourism Development Office Director. Mr. Cranis has previously worked for Merlin Entertainment as Head of Marketing for the Coca-Cola Orlando Eye and 17 years as the Vice President of Global Consumer & Convention Marketing for Visit Orlando. Before working at Visit Orlando, Mr. Cranis had 14 years of marketing experience in the private sector. Mr. Cranis has experience in managing multimillion dollar budgets, marketing campaigns (digital and direct), managing public/private strategic alliances, and international tourism. Mr. Cranis also served as an Adjunct Professor with the University of Central Florida and has held a number of community volunteer positions, including the Chair of the UCF Alumni Association Board of Directors

Mr. Cranis holds a Master and Bachelor degree from the University of Central Florida, along with an Associate degree from Brevard Community College and is a graduate of Eau Gallie High School.

Mr. Cranis' resume is attached for the Board's information and review.

ATTACHMENTS:

Description

- **Peter Cranis Resume**



Tammy Rowe, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Tammy.Rowe@brevardclerk.us

February 13, 2019

MEMORANDUM

TO: Jim Liesenfelt, Assistant County Manager

RE: Item F.20., Confirmation of Peter Cranis as Tourism Development Office Director

The Board of County Commissioners, in regular session on February 12, 2019, confirmed the appointment of Peter Cranis as the Tourism Development Office Director effective March 4, 2019, at an annual salary of \$115,000.

Your continued cooperation is always appreciated.

Sincerely,

**BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK**

Tammy Rowe

Tammy Rowe, Deputy Clerk

cc: Human Resources Director
Finance
Budget

PETER CRANIS

SENIOR EXECUTIVE

Expertise in strategic planning and leading products & services to success globally

Dynamic management career leading start-up, turnaround, and high-growth organizations through explosive market growth and profitability. Combines extensive management experience in both marketing/advertising and call center/visitor center arenas. Consistently successful in conceptualizing, developing and orchestrating internal and external marketing/advertising initiatives to support top-producing national and international marketing organizations. Core competencies include:

Organizational Leadership/Executive Management
Competitive Product Positioning
External Advertising Agency Management
Revenue & Market Growth

Strategic Marketing Planning
International Market Development
New Product/Service Launch
Market Identification/Penetration

PROFESSIONAL EXPERIENCE:

MERLIN ENTERTAINMENTS (Coca-Cola Orlando Eye) 2016 - 2017

Orlando, Florida

Head of Marketing

- Brought in to lead effort in creating a new department, hire and train staff, and grow property 15% over prior year
- Responsible for all advertising, sales and marketing programs globally including campaigns and sales representation in US, Canada, UK, Brazil and Argentina that grow the visitation to this iconic attraction and dining/entertainment destination (7 professional staff/3 in-country representatives/advertising agency)
- Manage all Public Relations, content management and social media team (PR agency)
- Manage all strategic planning, budgeting and marketing operations for greatest efficiency and effectiveness
- Manage all international sales and publicity efforts to maximize presence in key markets, resulting in increased visitation

VISIT ORLANDO (ORLANDO CVB) 1999 - 2016

Orlando, Florida

Vice President of Global Consumer & Convention Marketing

- Responsible for all advertising and marketing programs globally including campaigns in US, Canada, UK, Brazil, Colombia and Mexico that consistently delivered record-breaking results (5 professional staff)

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- Managed content management and social media team (3 professional staff)
- Managed partnership marketing/strategic alliances - achieving record media impressions and media value (4 professional staff)
- Managed digital and direct marketing (CRM) departments - achieved highest scoring digital campaigns and grew database to largest growth levels (5 professional staff)
- Managed domestic and Canada travel industry marketing (2 professional staff)
- Managed visitor services (visitor center and call center) and achieved profitability for first time in organizational history (20 full and part-time staff)
- Responsible for overseeing a \$25 million marketing budget and generating over \$14 million in ticket sales, a record achievement
- Generated over \$5 million in partner revenue, unprecedented growth

AMERICAN AUTOMOBILE ASSOCIATION (AAA National Office) 1997-1999

Lake Mary, Florida

Director, Marketing Communications

- Oversaw the Marketing Communications Department for this top 100 U.S. brand including all national advertising and co-op programs and achieved highest awareness levels for the newly developed branding (5 professional staff)
- Responsibilities included Internet marketing, brand management and direct marketing
- Specialized in travel marketing programs including partnership marketing, sweepstakes and travel promotions
- Refined and implemented national marketing and advertising strategies generating over \$2 million in co-op revenues annually
- Led development of indirect sales and marketing channels through cooperative efforts with industry brand leaders including Visa, Goodyear, Holland America Line, Carnival Cruise Line, NASCAR and the NFL
- Launched and managed several high-impact national sweepstakes, promotions and direct marketing programs generating thousands of leads and over \$1 million in commissions for AAA travel agencies throughout the U.S. and Canada

KIRCHMAN CORPORATION, Orlando, Florida 1995-1997

(International company specializing in banking automation systems)

Director of Marketing

- Recruited as Senior Marketing Executive to spearhead start-up of internal marketing department and facilitate transition from external agencies for this \$100 million privately held corporation
- Managed creative team of artists, writers and marketing professionals (12 professional staff)
- Challenged to redirect existing target market and lead major market penetration into world class organizations globally

PETER CRANIS 3

- Created new corporate vision and developed strategic and tactical business plans, marketing programs, and operating infrastructures to support new business development and rapid growth
- Drove new market client base by 85% generating 60-70% of total revenues within two years

SUNTRUST BANKS, INC., Orlando, Florida 1990-1995

Assistant Vice President/Advertising Manager

- Recruited to spearhead major change initiatives to resolve corporate image problems
- Held full P&L responsibility for a \$12 million advertising budget with accountability to 20 banks
- Managed external advertising agency relationships, directed the creation, production and implementation of mass marketing advertising programs to highest awareness scores
- Developed public relations strategies for new product launches, successfully launched first debit card and first bank managed mutual funds in Florida
- Restructured entire internal advertising department to facilitate improved quality and efficiency initiatives and cultivate effective working relationships with external agencies (5 professional staff)
- Led negotiations with external advertising agencies in the reorganization and redeployment of talents to meet SunTrust's quality and performance standards

SPRINT/UNITED TELEPHONE, Altamonte Springs, Florida 1987-1990

Advertising Manager (1988-1990)

Community Relations Administrator (1987-1988)

- Recruited to manage media and community relations programs throughout Northern and Central Florida regions and was promoted within one year to Advertising Manager
- Held direct responsibility for a \$6 million advertising budget, administration and implementation of advertising programs, external communications for new product introductions, and statewide direct marketing initiatives
- Managed advertising agency relationship
- Built company awareness scores from 30-35% to 75-80% within 2 years through comprehensive advertising program

CHURCH STREET STATION, Orlando, Florida 1985-1987

Advertising/Public Relations Manager

- Managed tactical advertising programs/campaigns for this privately owned entertainment attraction with responsibility for national and international public relations
- Coordinated internal/external advertising programs
- Launched the introduction of new retail center, restaurants, and produced collateral materials distributed internationally which significantly increased awareness, recognition and market share

EDUCATION:

Master of Arts – Communication – University of Central Florida, Orlando, Florida

Bachelor of Arts – Communication – University of Central Florida, Orlando, Florida

(Summa Cum Laude)

Associate of Arts – Journalism – Brevard Community College, Melbourne, Florida (Honor Society)

Eau Gallie High School, Melbourne, Florida (with Honors)

ACTIVITIES/AWARDS:

- Adjunct Professor, University of Central Florida (UCF) (1989 - 2015)
 - School of Communication (Advertising Copywriting, Advertising/PR Campaigns)
 - Rosen College of Hospitality (Destination Management, Destination Marketing)
- Past Chairman, Board of Directors – UCF Alumni Association (also served as Chair of Marketing Committee, President of School of Communication Chapter, Chair/Treasurer of Finance Committee, Chair of Scholarship Committee and Chair of Nominating Committee)
- Past Chairman, Visit Florida Advertising and Internet Committee and served on Marketing Committee
- UCF Nicholson School of Communication Hall of Fame
- UCF College of Arts & Sciences/Alumni Association Professional Achievement Award
- Past President, School of Communications Chapter – UCF Alumni Association
- Past President – Ad 2 Greater Orlando
- Past Board Member – 4th District American Advertising Federation
- Guest Speaking Engagements - International Tourism Conference, Naples, Italy; Florida Associations of Destination Marketing Organizations; I-Drive Chamber of Commerce; Titusville Chamber of Commerce
- Travel extensively throughout US, Canada, UK, Germany, Caribbean, Mexico, China
- Serve as on-air spokesperson appearing in print, online and on many TV and radio programs globally