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EMPLOYMENT

CHICAGO'S NORTH SHORE CONVENTION AND VISITORS BUREAU

Executive Director, November 2004 – present

Oversees strategic direction for the convention and visitors Bureau including all advertising, marketing, meeting, group and leisure sales, tourism product development efforts, publications, online communications including website, e-newsletters and social media initiatives, event programming, as well as all operational and administrative issues. Responsible for preparing and administering annual budget and overseeing entire bureau staff.

CHICAGO CONVENTION AND TOURISM BUREAU, Chicago, Illinois

Senior Director, Marketing Communications, June 1999- October 2004

Oversee overall design and editorial content of the Bureau's websites, to maximize the programs of the organization via the internet. Responsible for all of the printed publications as well as the printed launch and manage the city's first toll-free call center for visitor information. Establish cooperative marketing programs with travel industry partners.

Senior Director, Communications and Sponsorship, September 1997 - June 1999

Develop and implement marketing initiatives to maintain Chicago's position as a premiere international business and leisure destination. Editor and publisher of five major advertiser-supported publications distributed internationally with circulation of over 5 million annually. Develop and identify corporate sponsorship opportunities for the sales and marketing efforts of the Bureau.

Senior Director, Membership and Publications, July 1996 - September 1997

Responsible for developing marketing programs to expand the membership base of the Bureau to 1,700 -- the largest in the nation. Organized special events to highlight Chicago's travel and tourism industry as its strength as a world-class destination. Produced all department marketing collateral. Proficient in desktop publishing. Supervise a five person department and department budget of \$2 million.

Director, Membership and Publications, August 1989 - June 1996

Developed membership sales and retention programs to grow membership base over 30%. Created new publications with an eventual revenue stream in excess of \$1 million. Developed merchandising programs as well as special events as a new source of non-dues revenue income. Created and operated an annual trade show to highlight the Bureau's membership base to meeting and travel industry professionals.

Manager, Special Projects, March 1988 - August 1989

Actively worked with business and civic leaders as well as the press to develop targeted promotional programs highlighting Chicago as a business and leisure travel destination.

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CHASE MANHATTAN BANK, New York, New York

Program Manager, Corporate Communications Department, January 1985 - December 1987

Managed funding program for metropolitan New York City area. Prepared funding recommendation reports for over \$2 million in grants for senior management approval. Aided in the creation and implementation of new marketing programs with the purpose of broadening Chase Manhattan's key business objectives within the community. Responsible for creating all program materials and internal and external communications efforts to promote these programs. Marketed new program through strategic media placement - broadcast and print - as well as special event planning.

EXXON CORPORATION, New York, New York

Program Coordinator, Public Affairs Department, Summer 1985

Interacted with 140 diverse non-profit organizations located throughout New York City. Prepared evaluations of each agency and made recommendations concerning 1986 funding through financial analysis and on-site visits. Coordinated Community Summer Jobs Program annual report for presentation to senior management including an overview of the program, budget projections, and recommendations for program changes. Worked closely with media on generation of local and national publicity.

URBAN BUSINESS ASSISTANCE CORPORATION, New York, New York

Senior Consultant, 1984-1985

Assisted business enterprises in preparing loan packages, business and marketing plans and financial statements. Assessed feasibility and demand for new ventures.

MASSACHUSETTS COUNCIL ON THE ARTS, Boston, Massachusetts

Assistant to the Executive Director, Summer 1984

Researched and created written materials detailing funding policies. Kept up-to-date reports concerning government budget hearings. Acted as liaison to Governor's office, as well as key Senators and Representatives. Edited monthly Council newsletter.

NATIONAL ENDOWMENT FOR THE ARTS, Washington, D.C.

Consultant, Opera-Musical Theater Program, 1983-1984

Assembled panels of experts to evaluate Opera and Musical Theater companies to aid in the disbursement of federal funds. Coordinated the Opera-Musical Theater Conference in Chicago for the NEA Chairman and the leaders of the Opera and Musical Theater field.

EDUCATION

NEW YORK UNIVERSITY, STERN SCHOOL OF BUSINESS

M.B.A. Management, June 1986

UNIVERSITY OF MICHIGAN, Ann Arbor, Michigan

B.A., May 1983 Major: Economics Minor: Marketing

LONDON SCHOOL OF ECONOMICS, London, England

Summer 1982 Summer Study Abroad