

FOR YOUR CONSIDERATION:

WHO I AM:

I am a well-trained and reasonably well educated Global Business Development + Marketing professional. I have, I'd like to think, tremendous Business Development, Marketing and Sales capabilities and skills; along with great Business Acumen. I am a Marketing Experientialist, Technologist, Straightest, Tactician who can thrive in both New Digital and Traditional Medias, as well as the most Leading Edge Marketing Technologies. I have provided new business development and marketing services for some biggest brands in the world to lately some innovative startups and new brand launches. Throughout my career, working both as an employee of and service provider to many major corporations I have obtained a wealth of business development, marketing and sales experience; across multiple industry verticals.

WHAT I BRING AND WHAT I HAVE ACCOMPLISHED:

Over the past decade I have developed Global Connections and Capabilities, of varying level, in 70+ Nations, on the Continents, Regions and Economic blocks of:

- 1) Africa,
- 2) Americas: North, Central, South, Caribbean,
- 3) Asia,
- 4) Europe,
- 5) Pacific/Oceania,
- 6) BRICS, EEU, EU, GCC, MENA, MINT

I have developed capabilities, connections, expertise, insights, resources; as well as business development, marketing and sales capabilities in:

- 1) Global Trade
- 2) Global Tourism + Travel
- 3) Global Technology
- 4) Foreign Direct Investment
- 5) International Logistic
- 6) International Connectivity
 - a. Government
 - b. Business
 - c. Institutional
 - d. Academic
 - e. NGOs/NFPs

My time as an entrepreneur has been almost exclusively devoted to servicing major corporations and their brands. As an independent services provider, over the past 23 years, I have sold and fulfilled over \$20,000,000 in projects and services. In recent years I have been, primarily focused on the provision of the Business Development and Marketing Strategy and Tactical planning and implementation; in the Global Tourism, Trade, Technology arenas; with some work in FDI (Foreign Direct Investment) Development.

My secondary focus has been in the development of marketing applications for new digital technology; like NFC, BLE, Geofencing, Digital Signage, various Aspects of Social Marketing, etc; while still deploying leading edge capabilities for clients in Experiential Events Marketing and Sales Promotions, engage business and or consumer targets. I have been doing so while expanding my capabilities globally, as well as domestically.

In the realm of target engagement I conceptualize, develop, produce, manage and conduct results analysis of custom interactive consumer, professional and trade targeted Experiential, Online and Traditional Direct response events, projects and campaigns. I also source available options from the marketplace, negotiate and broker brands participation in those options. All projects end with a detailed Results Analysis, based on deliverables achieved, predetermined metrics and value added attainment. I can also develop cooperative brands partnerships and strategic alliances, having built significant contacts, connections and some relationships with many executives in many major corporation, marketing firms, ad agencies, government agencies event properties, etc.; domestically and internationally.

Over the past 8 years I have become an expert in the field of global travel & tourism business development and marketing; as well as having built considerable Travel & Tourism Industry Contacts and Connections. Additionally, I have been deep diving into the international marketplace to be able to bring global capabilities to anything on which I am working.

For 20 years I specialized exclusively in the Development and Solicitation and Corporate Brands Sponsorship Partnerships for a Variety of Experiential Lifestyle Consumer Events and Promotions, Business Trade Events + Exhibitions and Professional Conferences. Productions on which I work were those I produced, co-produce and those of 3rd party producers. Event categories include Professional Conferences, Trade Exhibitions, Performing Arts and Heritage Cultural presentations, Music Concerts and Festivals, Consumer Exhibitions, Informational and Educational Workshops and Seminars, VIP Receptions and Galas and More.

SERVICES SKILL SETS:

- 1) Account Management, Business Development, Sales, Territory Management
- 2) Marketing Strategy and Tactical Planning and Implementation
- 3) Marketing Technologist: Augmented + Virtual Reality, NFC, BLE, Geofencing, QR Codes, Mobile Advertising, Gamification, Mobile Apps, Digital Signage, Cloud Based Applications
- 4) Direct Response Marketing: Social Media, Direct Mail, Email, SMS, SEO, SEM
- 5) OOH: In-Airport, In-Mall, In-Park, Street Level, Pop Up, Movable and You Place Media
- 6) Event Marketing: Conceptualization, Development, Management, Marketing, Productions and Sponsorship Strategy Consulting/Sales
 - a. Trade Shows, Professional Conferences and Meetings, Corporate Events
 - b. Experiential Events: Festivals, Exhibitions, Concerts, Art Showcases and Performances, Seminars, Workshops, etc.
- 7) Business and Consumer Sales Promotions: Event, Ambush, Guerrilla, Street, Touring

INDUSTRIES:

- 1) Global Trade, Tourism, Technology: Business Development + Marketing
 - 1) Automotive: Event Marketing and Consumer Promotions
 - 2) Spirits, Malt and VINO Beverages
- 4) Digital Technology: Mobile Connectivity Tech, Mobile Apps, etc.
 - 5) Pharmaceuticals
- 6) Retail: Mass Merchandisers, Grocers, Department Stores
- 7) Finance: Products and Services
- 8) Consumer Packaged Goods: Food, Health and Beauty
- 9) OEM IT Technology
- 10) Events: Consumer Experiential, Business Meetings, Professional Conferences and Trade Shows
- 11) Major Sporting Events: Group and Executive Hospitality Sales

WHY I AM UNIQUE:

I am a 'Salzman,' creative idea man and relentless hustlers from the word go. My people skills tend to set me apart from the rest and make me a great network builder. I stay very current in trends and news in popular culture, the arts, entertainment, business, finance, politics, technology, conservation and the environment, science, health, wellness and media both in the US and in Key Emerging and G20 Nations. I am plugged into the International Business Community and have considerable contacts and connections in the governments and private sectors of at least 70 nations due to my considerable business pursuits in International Trade, Tourism and Technology business development.

WHAT I SEEK TO DO:

I am seeking and creating opportunities to deploy my considerable accumulation of experience, education, skills, abilities and capabilities, as well as global government and business connections to help both new and existing brands to help brand(s) target with a laser focus, reach with surgical precision, relevantly and emotionally communicate with, sell to, and build and nurture long term relations with active, valuable consumer and or business customers.

WHAT I HAVE GAINED:

My professional objective is to help clients minimize the pain and increase the pleasure of its client targets. Most importantly I understand the need for clearly defined strategies and plans, which are the backbone of all business development efforts. I understand ROI is a measurable and subjective metric. ROI is best measured in dollars and other quantitative variables, which drive sales and profits. However, sometimes the results of a company's efforts can result in intangible benefits, such as a significant increase in Goodwill, which can translate to increase consumer loyalty and customer relationships. Being of the new school of marketing/business thought, I consider to Marketing Mix to have not just the 4 Ps of Price, Place, Promotion and Product, but 7 Ps, which include Political Correctness, Public Responsibility and Planetary Awareness.

WHAT I CAN DO FOR YOU:

**How can I help to empower your company as a business and capacity building resource and member of the team?
I am open to a wide variety of engagement options.**

Please call and or email me with questions, requests, instructions, next steps, etc.

Respectfully!

Drew Barrett

Global 3t

Trade, Tourism, Technology

**International Business & Foreign Investment Development
Marketing Experientialist, Strategist, Tactician, Technologist
Spirit Beverages, Automotive, CPG, Business/Consumer Events**

globetrotter3t@gmail.com

+1 (312) 933-6525 MAIN

+1 (347) 619-3311 NYC

**@Globetrotter69 (Global Travel & Tourism)
@SpiritProphet (Global Spirit Beverages)**

[Andrew Barrett: aka Drew](#)
312-933-6525, gemz.rm@gmail.com;
I Market + Sell Brands, Products, Relationships

I deploy on behalf of brands, public and private sector, a wealth of Experience, Expertise, Education and Insights in the areas of B2B Sales and New Business Development, Marketing Strategy and Planning, Marketing Technology, Experiential Lifestyle Consumer Engagement Event Marketing, Production, Sponsorship and Exhibition Sales and B2C/B2B Promotions. I have considerable expertise in International Travel & Tourism Marketing, Trade Branding + Development, High + Low Tech Deployment; as well as FDI (Foreign Direct Investment) Development. Industry vertical with which I have had considerable success include Automotive, Spirit Beverage, Food + Ingredients, Retailing and Financial Services. I have a considerable database of international contacts and leads.

I help to enable corporate and product brands to target with laser-like focus, reach with surgical precision, communicate relavently and emotionally with, sell to and nurture relations with Multi-Ethnic, Multi-Cultural, Multi-National and Multi-Generational consumers and or Business / Trade Partners.

I champion the use of fully integrated Multi-Media platforms; with an emphasis on direct to the target engagement, Digital and Experiential Media tactics. I am adept at all sales cycles from the short term urgency close and the long consultative selling process. I am willing to engage in a variety of opportunities from long term to short term projects, as well as progressive employment; in a variety of geographic setting; including international.

EDUCATION: BA Philosophy, MS, Integrated Marketing Communications, Roosevelt University, Chicago, Certificates: Sound Engineering, Radio + TV Production, Columbia College, Chicago;

MEMBER: Society of Professional Journalists, Int'l Travel Coalition Partners, Eurasian Business Coalition

EXPERTISE, CAPABILITIES + SERVICES, include but are not limited to:

- **Marketing Strategy + Tactics Planning + Implementation:** with a Data Analytics + Insight driven understanding of your brands equity, market positioning, attributes and most importantly your brand's business and or consumer customer's buying behavior and motivation
- **Proprietary Experiential Event Marketing:** Conceptualization, Development, Programming, Staffing, Management, Analytics; Stellar Creations which Over Deliver desired results, including customer acquisitions, relations building, loyalty
- **Consumer and Trade Promotions:** Conception, Development, Staffing, Execution and Results Analysis;: WOM, Buzz, Ambush, Guerrilla, Street, Pop-Up Events, Promotions, Stores; Trade Show, Expos, Conference, etc
- **Sponsorship Consulting and Brokerage:** Developing Business and or Consumer Target Focused Strategies and Tactics and or Negotiating the Best Value Proposition with Third Party Producers; in behalf of brands of all industry sectors
- **Marketing Tech:** Mobile Apps, Paid SMM, NFC, BLE, GeoFencing, Smart-Posters, Google Apps for Work, Digital Signs, 3D Projection
- **Marketing Data + Analytics:** Demographic, Psychographic + Consumer Behavior Data Analysis for Insight Drive Strategies and Decisions
- **Out of Home (OOH) + Experiential Media Strategies + Tactics:** Placed Based/Movable Place Expertise; Static/Digital Billboards + Signs, Custom + Wrapped Vehicles; Digital Sign Scooter, Bike, Skater + Human Brigades; 3D/2D Projections, Holograms, Popup Stores, Events, Promos
- **Direct (Response) Marketing:** Social Media Marketing, Internet Advertising, Direct Mail, EMail, In + Outbound Call Center: Solo Tactics or as vital components of a Fully Integrated Multimedia Consumer/Business Target Engagement Campaign
- **Business Development/Sales:** B2B Sales + Business Development expertise in a variety of industries, with the ability to build long term relations and customer loyalty by means of superior account management + customer service; consultative selling, short or long sales cycles
- **Project Management:** Projects managed with Skills, Expertise, Attention to Detail, On Time + On Budget, Focused on Your Best + Bottom Line Interests
- **Budget Planning and Management:** Projects are planned with the Cost Efficiency and Cost Effectiveness and a guiding practice. Projects are implemented with a constant focus of being on time and on budget. I treat your money like it is my money, wisely without waste
- **Metrics Measurement:** Quantitative and Qualitative; Pre-Conceived Realistic and Achievable Objectives and Goals

EXPERIENCE: FROM PRESENT (Current)

- ❖ **Global 3t: 1996 – Present: Marketing Experientialist, Technologist, Strategist:** I Develop, Sell and Deliver a wide variety of Target Engagement Experiential Events, Trade Show, Conference, Meetings and Promotions Production, Marketing and Sales Services to some of the world's top brands. I work in behalf of domestic + international companies, governments, organizations + Institutional clients. Projects include Creation + Production of events or a client's presence in events from concept to post production analysis. I aggregate + deploy, capabilities, expertise + experience including:
 - Event Production: Conceptualization, Development, Programming, Staffing, Logistics, Management, Analytics; Stellar Creations which Over Deliver desired results, including customer acquisitions, relations building, loyalty
 - Business Development + Marketing Strategy + Tactical planning + Implementation
 - Experiential Event Marketing + Sales Promotions: Conceptualization, Development, Programming, Marketing, Production, Results Analysis, Reporting
 - Direct Response Marketing Strategy and Tactical Planning and Implementation: Social Media, Email, Direct Mail
 - Marketing Technology: Apps, NFC, BLE, Geo Fencing, QR, SMS, SMM, SEO, SEM, etc.
 - Highlights: As an independent having sold, managed and executed over \$20,000,000 worth of marketing services: B2B/B2C Promotions, Professional, Trade and Consumer Engagement Event Creations, Production and Marketing to some of the world's biggest brands.
 - **SOME BRANDS CLIENTS: AUTO:** Ford, Volvo, Mercedes Benz, Chrysler, Dodge, Jeep, Hyundai; **SPIRIT BEV:** Jack Daniels, Courvoisier, Hennessy, Tanqueray, Alize Cognac, Crown Royal, Stoli, Finlandia, Heineken, Amstel, Corona, Guinness, Red Stripe, Grande Marnier, Paul Masson GA; **FINANCE:** Harris Bank, Northern Trust Co., American Family Insurance, Nationwide, GMAC Mortgage; **FOOD:** Kraft, NutraSweet, Post, Pepsi, A1, Lawry's; **RETAIL:** Target, Wal-Mart, Macy's, Kmart, Sears, Carson's, JC Penney, Kroger; Dominick's, Home Depot; **TOURISM:** American Airlines, United Air, Amtrak, Choice Hotels, Aruba Tourism, Jamaica Tourism, Haiti Tourism, Brazil's Embratur, RioRur + Bahiatursa (Bahia de Brazil)
- ❖ **Eurasia Center/Eurasian Business Coalition, Washington DC: 2010 – Present:** Expanded the capabilities of EC/EBC to include Int'l Travel & Tourism Marketing Services, while helping to develop the NYC and new Chicago presence of this emerging DC based organization. ECB produces annually the Doing Business with the Eurasian Union and Doing Business with the BRICS Conferences.
- ❖ **Angel Flight Marketing Services: New Business Development: 2012 – 2015:** I sought opportunities for new accounts in the Government Sector: Federal, State and City of Chicago; as well as Medium Sized Businesses and Large Corporations, as well as, subcontracting opportunities from Major Advertising and Marketing firms. I wrote the proposal responses to RFPs and manage the accounts. I conceived of and as working to bring to Digital Marketing Technology to AFMS like, NFC, BLE (Beacon), GeoFencing, purpose driven Mobile Apps, Gamification, 3D Projection, etc.
- ❖ **Colgate Palmolive: 2006 – 2010:** I was the lead coordinator for CPs Bright Smiles, Bright Futures Chicago Based Team which provided Dental Screenings to Children and Oral Health Education to Children, Parents and Educators, primarily in the 6 county Chicago DMA, but also did so at corporate or pro sports events in Wisconsin, Indiana, Illinois, Missouri, Arkansas, Kansas and occasionally Florida. I negotiated and maintained relations with the CPS + Indie Schools, NFPs, Churches, Police and Fire Departments to enable events and programs
- ❖ **The Hospitality Group of America:** I sold corporate hospitality packages, for some the world's top sporting events, like the **PGA Championship, The Kentucky Derby, Wimbledon, the US Open Golf + Tennis and NCAA Final Four** to executive level managers of major corporations, like **Kraft, GM, the Fleming Companies**
- ❖ **Avis Rent A Car B2B Major Account Sales.** Throughout Downtown Chicago, with a focus on rate increases and volume commitments. The **Highlight of my time with ARC was developing/closing a deal to make Avis the Official Car Rental Company of the Chicago White Sox.**
- ❖ **McNeil Pharmaceuticals, a division of Johnson & Johnson:** Territory Manager: **Within two years turned a \$300,000 a year territory into one doing \$2,000,000. Stayed in the top 10% of the 4500 reps nationwide and won all of the available awards.**
- ❖ **AT&T:** National Account Sales Executive: Consultative Selling Methodology, Sold Tele and Data Communications Service and Equipment, Nationally.
- ❖ **Merrill Lynch** Successfully sold equity, debt and annuity financial to prospects using phone and networking solicitation methods; Series 6, 7 and 63



*** Global Tourism, Trade, Technology Development & Marketing; Foreign Investment Development and Solicitation ***

*** MARKETING STRATEGY + TACTICS * B2B SALES/ NEW BUSINESS * OOH: IN-AIRPORT, EXPERIENTIAL YOU PLACE MEDIA SOLUTIONS ***

*** B2B/B2C CONSUMER ENGAGEMENT PROMOTIONS * LIFESTYLE, EXPERIENTIAL EVENT MKTG * DESTINATION LEISURE + BUSINESS EVENTS ***

*** BRICS, EEU, EU, MENA, MINT * AFRICAN DIASPORA: WEST, EAST, SOUTH AFRICA, CARIBBEAN, SOUTH PACIFIC, THE AMERICAS ***

*** LATIN AMERICA: BRAZIL, MEXICO, PANAMA, COLOMBIA, CHILE, PERÚ, ECUADOR, GUATEMALA, VENEZUELA, DOMINICAN REPUBLIC, CUBA ***

WORLDWIDE: www.Global3t.com (Under Construction); db@globetrotter3t.com 312-933-6525 Direct

C3t GLOBAL TOURISM, TRADE, TECHNOLOGY + FOREIGN INVESTMENT DEVELOPMENT + MARKETING

C3t has Global Tourism, Trade & Technology Development + Marketing Capabilities

C3t utilizes Connections + Resources for Foreign Direct Investment Cultivation + Development.

C3t has Connections including Major Tourism Brands Stakeholders, Media/Press, Advertising/Marketing/PR Industry, Entertainment, USA and Global governments, NGOs, Academia, Private Sector Businesses SMEs

C3t Deploys considerable expertise to help business to 1. Target with a Laser-Like Precision, 2. Reach with Surgical Precision, 3. Engage Creatively, 4. Sell To and 5. Nurture Long-Term Customer Relations with Optimum Business, Trade, Government, Institutional, Academic, Professional, Consumer Prospects!

Global Connections and Capabilities key nations of the:

- **BRICS:** Brasil, Russia, India, China, South Africa,
- **MINT:** Mexico, Indonesia, Nigeria, Taiwan
- **MENA:** Middle East, North Africa
- **EEU:** European Economic Union: Russia, Kazakhstan, Belarus, Armenia, Kyrgyzstan
- **LATIN AMERICA:** Brasil, México, Panamá, Colombia, El Salvador, Nicaragua, Dominican Republic, Cuba
- **AFRICA:** South Africa/Swaziland, Nigeria, Ghana, Kenya, Senegal, Sierra Leone, Benin, Ethiopia, Tanzania, Gambia, Cameroon, Mozambique, Botswana
- **ASIA & PACIFIC:** India, China, Taiwan, Indonesia, Japan, Korea, Malaysia, Aruba, Fiji, Tahiti, New Zealand, Australia
- **CARIBBEAN:** Haiti, Jamaica, Cuba, Bahamas, Trinidad Tobago, Aruba/Curacao, Dominican Republic, St. Martins/St. Maarten, Martinique, Antigua/Barbuda, Turks/Caicos, St. Lucia. Antigua/St Barts, Barbados

Foreign Companies Represented:

- **Tanduay USA**, Rum Spirit Beverage Manufacturer, Manila, Philippines
- **NALF**, National Alcohol & Liquor Factory, Addis Ababa, Ethiopia
- **Kearns Int'l**, Sustainable Waste Management Science, Nova Scotia, CA,
- **Edial Exportacao e Importacao Ltda**, Imports + Exports, São Paulo, Brasil, SA
- **AlmaBeta**, PR & Digital Marketing, São Paulo, Brasil, SA
- **COOPAMA**: Cachaca (Spirit Beverage) Co-Op, Bahia, Brasil
- **LaShongwe Designs** (Small Woman Owned Business), Gold + Platinum Fine Jewelry, Jo'burg

1. ASIA

- a. **PHILIPPINES:** Helped Tanduay Asian Rum to expand its accounts in the Illinois Market, through New Account Sales, Consumer Promotions, Partnership Building.
- b. **HONG KONG:** Participated in Think Asia, Think Hong Trade and Business Conference in 2015; both as a Trade Partner and International Business Journalist.
- c. **TAIWAN:** Helped the Taiwan Machine Tools Association with their, Industry and partners dinner, in Chicago's Chinatown, during the 2014 International Machine Tools Exhibition, McCormick Place Chicago.
- d. **INDIA:** 2014, worked on deal to build/operate Waste Incineration plants, with to Waste 2 Energy.
- e. **OMAN:** In 2013, Worked on a deal to build and operate a Waste Incineration to Electric Energy production plan in Oman, which could be rolled out to nations throughout the MENA region.
- f. **ASIA:** In 2013, participated, as an invited guest, in International Business + Economic Conferences with the nations of Taiwan, Indonesia, Japan (Osaka), China (Jiaying, Zhejiang), and Oman and is now working on initiatives in all of those nations.
- g. **RUSSIA:** US Business Expansion Consultant, Interwine of Russia, a multiple brand Spirit Beverage Manufacturer exploring expansion to US markets; 2011; as a result of my work with Eurasian Business Coalition, EBC Int'l, LLC, www.eurasiacenter.org, the business advisory and consulting arm of Eurasia Center, in Washington DC.
- h. **Eurasia Center/Eurasian Business Coalition:** www.eurasiacenter.org: Help to the market the annual Doing Business with the Eurasian Economic Union Conference, at the Russian Trade Ministry and Embassy, in Washington DC. EC/EBC also produces a Night at the Embassy Series, in behalf of nations seeking to present their nation's economic opportunity to business concerns.

2. AFRICA

- a. **ETHIOPIA:** Working in behalf on an **Ethiopian Spirit Beverage** manufacturer to get their products into, distributed and marketed in the USA, starting January 2016.
- b. **SOUTH AFRICA:** Have presented a plan for a South African Tourism Showcase and Business Expo to the Consul General and Trade Consul of South Africa in Chicago, to be produced in 2016.
- c. **AFRICA:** Having done some International Business and Foreign Investment development and Trade Marketing Consulting for the Benin Chamber of Commerce, providing consulting services in Brand Development & Marketing, Sustainable Energy, Tourism Asset Development & Marketing, in 2014.
- d. **GHANA:** Working with a group of Ghanaian media production and creative companies to launch the inaugural Social Media Week and Techweek, Accra, in Sept 2016.
- e. **AFRICA:** Working on strategies to help to facilitate relations between businesses in African nations and those Russia, Taiwan and Indonesia, as well as, LatAm business entities in Panama, Colombia and Brasil.
- f. **AFRICA:** Participated in the Corporate Council of Africa's 2013 US – Africa Business Summit, which enabled me to grow my potential for influence on the continent considerably. I have increased Public and Private sector, as well as NGO connectivity on in Nigeria, Ghana, Cameroon, Cote D'Ivoire, Bénin, DR Congo, South Africa, South Sudan, Mozambique, Tanzania, Kenya and Ethiopia.
- g. **SIERRA LEONE & LIBERIA:** For a client I researched and compile the Diamond exporting protocols.
- h. **BENIN:** Put together a preliminary plan for a new independent cellular phone service in Benin, 2012.
- i. **NIGERIA & TOGO:** Did product sourcing for distributors in Nigeria (Spirit Beverages) and Togo (Beauty Care Products), 2012.
- j. **KENYA:** Developed the plan for a Kenya business portal in behalf of a Kenyan Company., in 2012.
- k. Spent considerable time through the 2008 and 2012 time frame working to open opportunities in a for nations in Africa; having worked with high level officials in the nations of Senegal, Ghana, Nigeria, Liberia and Sierra Leone. My efforts initially were directed at working to develop international tourism marketing capabilities, but morphed into trade development.
- l. **SIERRA LEONE:** Worked on the development a Public Private Partnership with SalPost of Sierra Leone and a Private Equity investment firm in Canada, working with the Postmaster of Sierra Leone; in 2011.
- m. **SENEGAL:** Worked on finding trade exhibition and business development opportunities, for merchants, in behalf of the Director General of Handicrafts Promotions of Senegal, 2011.
- n. **GHANA:** Had an opportunity to be interviewed by the assistant to the President and VP of Ghana, to present my capabilities during the AU at the Plaza Hotel, in NYC, in 2011

3. CARIBBEAN:

- **ARUBA: 1998 + 1999:** Sponsorship partnership development sales for the **Sinbad's Soul Beach Music Fest**, which successfully drew 10,000 plus mostly USA tourism to the island nation, in those years.
 - The foreign participants spent an average of 5 nights in **Aruba**, at the festival's peak and was credited with contributing an estimated \$20 Million USD, per year, to the **Aruban** economy.
 - The **Aruban** government to this date finances its production, because it is still profitable to the island.
- **CUBA: 2017:** I am currently developing plan to present to the Government Tourism Authority of Cuba; built with a focus on Business and Bleisure (Business/Leisure) tourism including trade missions to Cuba and a Cuba Road Show, in the USA.
- **HAITI: 2015/16/17:** Consulting with a Miami Based Haitian ran NGO on Post 2016 Hurricane Relief Aid for Haiti. Efforts are mostly focused on Media Relations, Social Media and Event Marketing for Fundraising.
- Previous and efforts have focused on opportunities in business and trade for Haiti including Tourism, developing Haitian owned Brands and the Film industry.
- **JAMAICA: December 2015:** I presented Presented Tourism Micro-Branding Strategies to Jamaica's tourism industry to the **Ministry of Tourism, Jamaica Tourism Board, JamPro** and the **Jamaica Hotel & Tourist Association**, in Kingston, Jamaica.
 - Jamaica has one of the best known tropical island destination tourism brands in the world; which had been built on relatively generic premise, of beautiful beaches and people, warm climate and people, great scenery.
 - The problem with that is in today's internet enabled consumer marketplace, those assets are shared by hundreds of destinations worldwide. It is now necessary to market tourism assets, which are unique to the destination and appealing to consumer with an affinity for the specified assets.
 - I developed Marketing Strategies and Tactical plan centered around new Micro-Branding opportunities to market to affinity specific tourism targets, in the USA and Canada.
 - Tactics included: 1) Media Publicity, 2) Social Media Marketing, 2) Consumer Events in USA + Canada, 3) Road Show to a fully vetted Trade + Media Audience in the USA + Canada.
- **JAMAICA: December 2015:** I consulted with the Jamaica Port Authority about their plan to develop Kingston as a leisure tourism and entertainment destination, though it has traditionally been business tourism destination, because it is Jamaica's center of commerce and industry.
- **JAMAICA: December 2015:** I consulted with the Ministries of Agriculture + Fisheries about strategies for the promotion of agritourism; especially medicinal plant agriculture which is abundant in Jamaica.
- **JAMAICA: 2000s:**
 - I was a part of the USA promotions team for the **Jamaica Jazz & Blues Fest**, originally **Air Jamaica Jazz & Blues Fest**; which was financed by the both government + private enterprise to promote tourism to Jamaica in non peak periods.
 - I produced the **Montego Bay Groove Fest**, with all corporate sponsorship support in 2002 and 2003
 - I managed all marketing and sponsorship sales of the **IRWMA (International Reggae & World Music Awards)** in Jamaica, for 2004 + 2005.
 - **JAMAICA: 2014/15/16:** Consults with Reggae Walk of Fame and Bob Marley School of the Arts, in Trelawny, Jamaica to provide marketing and advertising solution to the Tourism Stakeholders Brands, as well as, business and consumer brands of the Caribbean.

5. CENTRAL AMERICA:

- **PANAMA: 2007:** I presented Tourism Marketing Insights to target USA Business + Leisure tourism, to those in attendance at a Panama Tourism conference, on behalf of the Panama CVB.
- **PANAMA: 2017:** I am currently developing a plans to seek opportunities in Panama including Tourism, marketing Panama owned Brands in the USA.
- **EL SALVADOR: 2008/09:** I presented Tourism Marketing Insights to target USA Business + Leisure tourism, to those in attendance at an El Salvador Tourism conference, on behalf of the El Salvador Tourism.
- I developed a plan for El Salvador to market tourism in the Global Marketplace by means of Travel & Tourism Media Relations and Publicity; as well as Social Media Marketing.

4. LATIN AMERICA:

- **BRASIL: 2016/17:** Working with an Illinois State Representative, In develop of an Illinois to Brasil Business Trade Mission, Illinois SME + Select Large businesses, in the Fall of 2017!
- **BRASIL: 2015:** Developed a Plan for the Brazil Carnival, Tourism & Business Showcase in Chicago. The production was designed to be a combination of Cultural Festival, Tourism Showcase and Business Exhibition, with the theme Brasil Demystified. The event would put front and center all things Brasil. Only Brazilian Food, Beverages, Spirits, Music, Art, Fashion, Dance, Song, Destinations, Attractions, Products, Brands and Services would be featured. The event would be in a prominent Central Chicago Most-Likely Park District location. The Consulate General of Brasil in Chicago would be the primary partner, along with several key Brasil Culture Organizations and Leaders.
- **BRASIL, Pernambuco de: 2015:** I presented to the audience of travel agents, tour operators, other sellers and media in Chicago, the for the State of Pernambuco, Brasil,
- **BRASIL: 2013/14:** I worked with the Trade & Investments departments of the Consulate General of Brasil in Chicago to help with trade & tourism marketing strategies and event projects.
- **BRASIL: October 2012:** assisted IERG Chicago to produce Sustainable Business Opportunities in Brasil Forum. I secured the participation of the Consulate General of Brasil in Chicago who presented the Future of the Business Climate and Opportunities in Brasil. I also go a Brasil Spirit Brand to sponsors the event.
- **BRASIL: 2012/13/14:** I presented tourism marketing strategies and tactics to management of tourism marketing agencies of Northern Brasil Destinations, at the annual **BNTM (Brasil North Travel Market)**.
- **BRASIL, BAHIA de: 2010:** I helped the Bahiatura to produced and marketed, a multiple city Bahia Tourism Road Show. Markets where Atlanta, Washington DC, New York, Chicago; the focus was Carnival in Salvador, as well as Afrocentric Cultural, Music + Art Tourism in Salvador.
- **BRASIL, BAHIA de: 2008:** Initiated conversation with American Airlines, in behalf of Bahiatura, leading to a route being established, in about 2010, from Miami direct to Northern Brazil.
- **BRASIL: 2005 + 2008:** I presented at **Embratur's (Brasil Nat'l Tourism Agency)** to tourism professionals from throughout the world about the great success they can have selling tourism to Brasil, at the **Destination Brasil Showcase**.
- **COLUMBIA: 2013:** I help Colombia's ProExport and Colombia's tourism authority to market and produce the Chicago production of a Columbia USA Road Show. Produced at Chicago's Navy Pier, it attracted US and Canadian commercial and manufacturing buyers of a Columbia business Matchmakers Exhibition; as well as travel agents, tour operators, other travel sellers and media to a Columbia tourism showcase.
- **ECUADOR: 2012:** I help US based Ecuadorian NFP, organize Dental Tourism missions, made up of dental professionals and volunteers, to towns near Quito, the nation's capital.

6. GLOBAL MEDIA RESOURCES

- **Global Business & LifeStyle Media**
 - Global 3T Business, www.Global3t.Com, Global Tourism, Trade, Tech + FDI Business News + Info (Launching February 2018)
 - Globo Life Media, www.GloboLife.Net, Global Lifestyle (Launching February 2018)
 - Romance Travel: www.GloboRomance.com, Launching (February 2018)
 - Spirit Prophet: www.SpiritProphet.Com, The Spirit Beverage of the World (Launching March 2018)
 - Romance Travel Magazine, <http://romanticgetawaytravel.com/>,
- eTurbo News Group, eTN.Travel, Global Travel & Tourism Industry News, Info, Resources
- earlharvey Media Group, www.earlharvey.com, Philly/Atlantic City Business + Lifestyle News + Events
- BN The Mix (Cause News + Info), www.BNTheMix.com, Contributing Writer, Editor, Experientialist
- UnRated Flair, <http://unratedflair.com/>, Lux Automotive + Lifestyle
- A Global Travel & Tourism Media Network of:
 - over 235,000 travel professionals,
 - 185,000 Travel Agents, Tour Operators and MICE professionals in our subscriber database.
 - an average of 1.5 million daily unique visitors.
 - over 17,000 Travel Journalists globally.
- A Global Network of over 3300 Lifestyle Online publications; targeting a demographic, geographic and psychographic consumer segments.
- Social Media Sphere of Influence Management:
 - Management + Control of a Social Media Spheres of Influence for the maximized potential a client's branding + objectives accomplishment
 - Access to Key B2B and B2C Social Media Spheres of Influence; across a variety of business sectors; through high powered Centers of Influence (Influencers).
- Consumer & Business Targeted Internet + Custom Print Content Development and Publishing
 - LifeStyle: Travel & Tourism, Spirit Beverages, Automotive, Events, Fashion, Music, Movies, TV
 - Writing for Internet and Print Media Placements
 - 2D, 3D, 360, Augmented + Virtual Reality Creativity + Production
- OOH (Out of Home): High-Powered, High-Impact Advertising Solutions for companies and brands to help to enable successful campaigns in Local, Regional, National and the Global Marketplace.
 - In-Mall, In-Colleges/Universities, In-Parks, At-Beaches, On-Street Options
 - In-Event: Trade Shows, Conference, Festivals, Concerts, Galas, REceptions
 - In-Airport:
 - over 165 airports in 65 nations, 50 of the top US airports;
 - access to over 1 billion business and leisure travelers, annually.
 - You Place Media and Sales Promotions Options
 - Internet, Social Media, Signage Electronic + Static, Banners, Vehicle Wraps
 - Vehicle: From Custom Semi-Trucks to Mini Coopers, Car, Scooter, Bicycle Brigades
 - Live Events: PopUps, Micro Events, Ambush, Guerilla, Street, Building Projections, including 3d Mapping

4. GLOBAL NGO Affications:

- a. Eurasia Center/Eurasian Business Coalition, Washington DC; www.eurasiacenter.org:
 - i. Doing Business with the EEU (Eurasian Economic Union) Conference,
 - ii. Doing Business with the BRICS,
 - iii. Silk Road Summit,
 - iv. Night at the Embassy Series, Customized Business Networking events for Nations
- b. CAPRC (Central Asian Productivity Center), Chicago, IL; www.CAPRC.Org.
 - i. Silk Road Conference, April 2018, Kent College of Law, IIT

- ii. Nation's Doing Business With Consulate or Trade Office Luncheon Presentations
- iii. Chinese New Year Luncheon, Chicago's ChinaTown

Drew Barrett

- Marketing Experientialist, Strategist, Tactician, Technologist
- <https://www.linkedin.com/in/drewbarrett/>

Globetrotter 3t

Trade, Tourism, Technology

- International Business Development
- Foreign Investment Development
- Spirit Beverages, Hospitality, Food, Beverage,
- Retails, Financial, CPG, Entertainment, Events

globetrotter3t@gmail.com

+1 (312) 933-6525 MAIN

+1 (347) 619-3311 NYC

@Globetrotter69 (Global Travel & Tourism)

@SpiritProphet (Global Spirit Beverages)