

ERIC AEBI

Eric Aebi has been an international consultant and guest lecturer for the travel (airlines, rental car companies, tour providers) tourism (VCB's, Chambers of Commerce, governmental agencies) and hospitality (hotels, restaurants, golf clubs, casinos, campgrounds/state parks, entertainment venues) fields for the last 13 years. Client projects have taken him to 47 countries on six continents where his expertise was sought for project management, strategic planning, sales & marketing, operational effectiveness and brand management initiatives. Since 2002, Eric has also been on the Hospitality and Tourism Management Department faculty at Chemeketa Community College in Salem, Oregon.

Eric began his career in hotel operations management with experience ranging from luxury hotels to brewpubs, both in the United States and Europe. The Aebi's are a third generation hotel & restaurant industry family in Portland, Oregon USA. In hospitality families, children get started early in life learning the trade. This was true of Eric as well, who began scrubbing pots and pans at age 10 for pocket change. The challenges of the hospitality & tourism fields were and continue to be dinner table conversations in the Aebi family.

During his hospitality operations career, Eric was noted for crafting world-class service levels and innovative marketing strategies. While upholding traditional service standards, Eric was recognized as an innovator in the areas of sales & marketing programs, human resource strategies, organizational training and development, and service delivery process improvement.

As a consultant, Eric has worked with over 400 hotel properties representing the world's finest groups including: Four Seasons Hotels & Resorts, Hilton Hotels, Marriott, Inter-Continental Hotels and Resorts, Mandarin Hotels, Preferred Hotels & Resorts, Swiss Leading Hotels, Disney Hotels & Resorts and the Peninsula Group.

A Swiss and American citizen, Eric has also designed and delivered professional development seminars for Ecôle hôtelière de Lausanne (EHL) in Switzerland and taught under their flag in Asia, Europe and the USA.

Curriculum Vitae—Eric Aebi

- Design and implementation of balanced scorecard initiatives with Walt Disney World Resorts to improve business performance across the spectrum of performance measures
- Strategic planning & market research with Epcot Food & Beverage
- Brand development, distribution and management design for the Sonoma Mission Inn, Spa & Country Club
- Designed, implemented and managed Oregon's Q Program for Travel Oregon which defined a statewide customer service standard for Oregon's tourism industry. Developed the certification process and 3-hour multimedia course curriculum for the Q (www.Oregon-Q.com)
- Developed a customized 3-hour multimedia customer service curriculum (based on Q Program certification criteria) for Oregon Parks & Recreation Department.

- Facilitated local and regional destination development action plans in 29 Oregon communities.
- Created destination branding programs for Grant's Pass, Oregon (in association with Total Destination Management) and Cascade Locks, Oregon.
- Built the online travel products, marketing and fulfillment strategies for a leading international golf retailer with heavy market penetration in the UK, Europe, Australia and South Africa.
- Created the Lewis & Clark Bicentennial Commemoration online Hospitality Training Course for the Columbia River Gorge Visitor's Association. www.crgva.org/training
- Designed and developed a new Associate of Applied Science Degree in Tourism and Travel Management with Chemeketa Community College and the Oregon Department of Education.
- Designed and developed a new Associate of Applied Science Degree in Hospitality Management with Chemeketa Community College and the Oregon Department of Education.
- College courses designed, developed and taught (both online and in the classroom):
 - HTM 100 Introduction to Hospitality
 - HTM 101 Customer Service Management
 - HTM 103 Hospitality Marketing Management
 - HTM 105 Food & Beverage Industry
 - HTM 106 Introduction to Lodging
 - HTM 107 Food Sanitation and Cost Control
 - HTM 109 Front Desk Operations
 - HTM 114 Travel Destination Geography 1
 - HTM 115 Travel Destination Geography 2
 - HTM 116 Travel Destination Geography 3
 - HTM 127 Travel Sales & e-Commerce
 - HTM 130 Beverage Management
 - HTM 132 Menu Planning
 - HTM 133 Strategic Issues in Destination Management
 - HTM 134 Destination Marketing
 - HTM 135 Destination Leadership
 - HTM 136 Tour Operations & Marketing
 - HTM 137 Tourism Transportation: Cruise, Air, Rail
 - HTM 150 Sales and Customer Service Foundation Skills
 - HTM 151 Personalized Customer Service
 - HTM 152 Selling & Promoting Products