



# Matthew Boone

*Global Business Development  
Strategic Planning  
Brand Management  
Marketing & Sales Integration  
Customer Experience*

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## Areas of Expertise

- ◇ Asia Pacific
- ◇ Global Business Development
- ◇ Strategic Planning and Brand Management
- ◇ Integrated Marketing and Sales
- ◇ Project Management
- ◇ Destination Management
- ◇ New Product Launches
- ◇ Digital/New Media and Social Media
- ◇ Partner Alliances
- ◇ Advertising/Promotions/Publicity External Agency Management
- ◇ Cross Functional and Cross-Cultural Work Teams
- ◇ Contract Negotiations
- ◇ Research Analytics

## Education

- ◇ **Diploma 1985, Tokyo School of the Japanese Language:**  
Level 2 Japanese Language Proficiency Certification - **Can read, speak, and write fluent Japanese**
- ◇ **Bachelor of Arts 1984, California State University, Long Beach:**  
Major: Communication Studies/International Relations

## Languages

English

Read, speak, and write fluently

Japanese

Read, speak, and write fluently



# Matthew Boone

## *Entertainment, Destination and Travel Trailblazer*

- ★ Passionate and innovative marketing and sales professional poised for management position with 25-years of experience and solid record of building brands and expanding business development.
- ★ In-depth experience in the design, development, and implementation of global, national and regional marketing, sales, promotion and publicity campaigns.
- ★ Strong content development and creative application of product assets through digital/new media outlets, including social media.
- ★ Skilled in leading cross-functional and cross-cultural work teams in global marketplaces.
- ★ Destination travel and entertainment contacts with industry leaders and strategic stakeholders.

## Professional Experience

### Passport Marketing

*Principal*

November 2016 - Present, Long Beach/California

Provide 360° consulting services to non-profits, businesses, destination management organizations, tourism suppliers, and national and international travel trade partners. Consulting Services Include: Asia Pacific, Global Business Development, Strategic Planning and Brand Management, Marketing and Sales Integration and Project Management.

- ◇ **Anticipate Change** - Collaborate and guide clients to embrace the new, anticipate change and create meaningful value for customers and partners.
- ◇ **Lead, Not Follow** - Design and develop long term strategic planning that supports brand integrity and creates efficiency and measurable success.
- ◇ **Client Activation** - Analyze and apply key learnings concerning the customer transactional pathway and the corresponding communication channels of influence to ignite customer activation.
- ◇ **Smooth Operation** - Manage and facilitate all aspects of business planning and project management to ensure individual parts collectively work together to create the desired targeted impact.



## Cirque du Soleil Resident Shows Division

*Director of Tourism & International Travel*

April 2010 - October 2016, Las Vegas/Nevada

[Click for Case Study](#)

Managed and directed all marketing and sales efforts in Asia, Latin America and Europe. Initiated and executed first Cirque du Soleil international pre-arrival show ticket sales for 12 shows in Las Vegas, Orlando, Los Angeles and New York and three international shows in Japan and China with additional responsibility for brand identity, tradeshow, training, packaging, marketing, promotions, publicity, special events, digital and social media engagement.

- ♦ **Go Big, Go Global** - Led international sales efforts, creating new tourism organization structure and customized selling proposition for each show in United Kingdom, Germany, Mexico, Brazil, Japan, South Korea, China, Australia, New Zealand and India. Designed "China Ready" tourism strategy to promote LIVE entertainment among travel trade partners and first time US travelers. Global program of work generated 400,000 annual pre-arrival show ticket sales with revenue of \$30M, representing 5% of total show ticket sales.
- ♦ **Capitalizing on the Brand** - Managed and led advertising/publicity agency relationship to create first brand management portfolio guidebook for travel trade partners called "Destination & Imagination" to better align the sales and marketing strategies and tactics for 12 unique shows. Created first Cirque du Soleil product training video supported by new travel trade App and websites.
- ♦ **Easy Electronic Access** - Developed and implemented customized client sales advance purchase pricing strategy and electronic ticketing access for target global markets.
- ♦ **Collaboration with Destination Partners** - Directed and managed strategic alliances to create joint sales and marketing programs to build Cirque du Soleil product awareness and pre-arrival show ticket sales with: Las Vegas Convention & Visitors Authority, MGM Resorts Entertainment, Disney Destinations, Tokyo Disneyland, The Venetian Macao and Hangzhou Group Xintiandi.
- ♦ **Elevating Live Entertainment** - Created and developed new national initiative to promote LIVE entertainment as a destination motivator and as an extension of the diverse USA tourism product ensemble. Partnered with US Travel Association, Brand USA, Las Vegas Convention & Visitors Authority, Anschutz Entertainment Group (AEG), Live Nation, MGM Resorts Entertainment and Caesars Entertainment to launch this program under the leadership of Cirque du Soleil.
- ♦ **Cross Functional and Cross-Cultural Work Teams** - Managed global marketing, sales, promotions and publicity team of nine direct reports and \$3 million annual budget to develop long term business development plans for target markets, strategic partners, and high-profile media outlets. Leveraged \$10 million in incremental program funding through external partnership initiatives through international, national, state and city destination partners.



## Passport Marketing

*Principal*

September 2009 - March 2010, Long Beach/California

Provide 360° consulting services to non-profits, businesses, destination management organizations, tourism suppliers, and national and international travel trade partners. Consulting Services Include: Global Business Development, Strategic Planning and Brand Management, Marketing and Sales Integration and Project Management.



## Visit California

*Asia Pacific Marketing Director*

[Click for Case Study](#)

September 2007 - August 2009, Sacramento/California

Designed and implemented first comprehensive California destination sales and marketing efforts, based upon customized consumer research, in order to leverage dynamic tourism growth from Japan, South Korea, China and India. Each market entry plan included strategies and tactics targeted at: Airlines, Tour Operators, Retail Outlets, Tradeshows, Training, Broadcast/Print/Digital Advertising, Promotions, Publicity, Special Events and Social Media Engagement.

- ♦ **Growing Economic Impact** - Managed three Asia based destination representation/marketing, sales/promotions/publicity agency relationships and annual marketing budget of \$4 million to achieve record 1.3 million visitations from target Asia markets resulting in \$1.6 billion in direct spending.
- ♦ **Tell Them What is Unique** - Conceived and developed new brand positioning and product experience expansion for the 12 distinct regions of California for Japan, South Korea and The People's Republic of China to better align market entry and repeat visitation sales strategies and tactics. Identified and created 11 destination motivator themes and itineraries based upon: Family, Fly & Drive, Theme Parks, Wine & Food, National Parks, Wellness/Spa, Shopping, Luxury, Sports & Recreation, Live Entertainment and Culture.
- ♦ **Making it Easier for Partners to Sell** - Created and introduced comprehensive and customized travel trade marketing toolbox and digital applications to allow global partners to easily promote and sell California tourism product. Materials Included: Product Manual, Destination Motivators, Itineraries, Training Videos, Multi-Lingual Websites, Tablet Applications and Smart Phone Integration.
- ♦ **Multiple Mediums for Maximum Impact** - Directed and executed the first customized international consumer advertising campaign in Japan. The \$3 million vertically integrated broadcast/print/digital advertising and social media campaign achieved 435 million impressions with an earned media exposure of \$279 million.





## Los Angeles Tourism and Convention Board

*Marketing Director*

May 2001 - August 2007, Los Angeles/California

Conceived and conducted sales and marketing strategies and tactics in collaboration with Los Angeles World Airports to promote Los Angeles as the first point of entry when traveling to the United States.

- ♦ **Celebrating Communities through Diversity** - Conceived and developed new Los Angeles brand positioning campaign for experiential based activities highlighting 15 distinct and diverse communities. Integrated community efforts resulted in an increase in domestic visitors (+5%) and international visitors (+9%). Expanded economic impact by +7% to \$5.7 billion.
- ♦ **Influencers Telling the Story** - Leveraged the power Los Angeles film/television/music/sports celebrities to create pro-bono participation of over 55 world class celebrities to share their favorite aspects of the Los Angeles lifestyle. Participating Celebrities Included: Diane Keaton, Jamie Lee Curtis, Arnold Schwarzenegger, George Lopez, Lionel Richie, Melissa Etheridge, Kobe Bryant, Oscar De La Hoya, Hideo Nomo and Barbie from Mattel.
- ♦ **Strategic Alliances, Sharing Resources** - Established and introduced first strategic alliance platform to support annual budget and marketing program of work through collaboration with global partners that benefit from tourism to Los Angeles. Partnerships included sharing Los Angeles tourism product and promotional assets with global partners like: Los Angeles World Airports, Universal Studios Hollywood, AEG, Universal Studios, American Express, Coca-Cola and See's Candies.

## Universal Studios (Japan)

*Consultant - Japan Theme Park Sales/Marketing*

September 1999 - April 2001, Osaka/Japan (Japan Based)

Contracted by Universal Studios International to design and implement comprehensive publicity program of work and product training for domestic and international travel trade.

- ♦ **Building Excitement** - Researched and designed pre-opening marketing strategies and tactics to educate and engage Japanese tourism partners and consumers on the opening of Universal Studios first overseas theme park in Osaka, Japan. Initiatives included: Television Specials, Movie Celebrities Product Introductions, Attraction Media Special Events, and Travel Trade Training.
- ♦ **Maximizing Awareness** - Achieved 80% brand and product awareness by the theme park opening in April 2001. Exceeded first year attendance goal of 9 million visitors and \$765 million in park ticket sales.





## McDonald's International

*Marketing Director*

March 1998 - July 1999, Tokyo/Japan (Japan Based)

Managed and directed family market sales through third party partnerships at McDonald's largest international franchisee.

- ♦ **Families are Big Business** - Managed and supervised advertising agency and licensee relationships for in-store marketing campaigns to execute 12 annual Happy Meal programs in 2,975 quick service restaurants with budget of \$30 million. Achieved \$544 million (+2%) in family consumer segment revenue.
- ♦ **Top Brands Working Together** - Led and directed largest multi-year strategic partnership in Japan between McDonald's International and the Walt Disney Company.

## Disney Destinations

*Promotions/Marketing Manager*

March 1994 - February 1998, Tokyo/Japan (Japan Based)

Created and managed sales and marketing strategies and tactics for opening Disney Destinations first international office in Asia to promote outbound tourism from Japan, South Korea, Australia and New Zealand to Disneyland and Walt Disney World Resort.

- ♦ **Leveraging Expertise, Relationships and Tools** - Hired and trained marketing team of five direct reports and managed advertising and publicity agency relationships to implement marketing plans that included: Broadcast/Print Advertising, Promotions, Publicity, Press Events and Client Hosting. Grew Japan to the second largest international market at Disneyland Resort and fourth largest at Walt Disney World Resort.
- ♦ **Power of Launching the New** - Collaborated with Walt Disney World Resorts sales and marketing teams to develop and implement new product launches in Asia for Disney's Animal Kingdom, Disney Cruise Lines, Walt Disney World Resort 25 Anniversary and new park attractions.
- ♦ **Thinking Big, Making a Splash** - Negotiated and implemented first multi-country Disneyland Resort promotion between Disney Destinations and McDonald's International to conduct Happy Meal campaign in 10 countries throughout Asia. The campaign reached 450 million consumers.





## **JCB International Credit Card Company**

*Sales and Marketing Manager*

April 1989 - June 1993, Los Angeles/California

Japan's largest credit card company, 90 million cardholders. Designed and implemented USA market entry strategy and tactics to increase credit card acceptance and usage among transportation, hotels, shopping, dining and attraction suppliers targeting Japanese overseas travelers.

- ♦ **Preparing the Way** - Promoted and Negotiated JCB Card acceptance among national travel and entertainment businesses. Merchants Included: Transportation, Hotels, Shopping, Dining and Attraction Suppliers.
- ♦ **Customer Service First** - Collaborated with national, state and city destination partners to promote Japanese overseas visitation to the USA. Activities Included: JCB Card Transaction Training, Customer Service Training, Information Guidebooks, Cardholder Publications and Promotions.

## **Awards**

### ★ California Travel Normal Clark Tourism Award, 2015

Recognition: Lifetime Achievement Award on behalf of Cirque du Soleil Tourism Contributions

### ★ Visit California, Top Broadcast/Online/Print Advertising Campaign in Japan, 2008

Recognition: Integrated Tourism Marketing Campaign

### ★ Walt Disney Attractions, Best International Promotion of the Year, 1997

Promotion: Walt Disney World's 25th Anniversary

### ★ Walt Disney Attractions, Partners in Excellence, 1996

Recognition: Highest Employee Award