

# RECEP "RICHIE" KARABURUN, MBA

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## EDUCATION

**Doctor of Professional Studies, (DPS)**, Business Administration, Concentrating in Marketing, Lubin School of Business Doctoral Program, Pace University, New York, NY -ABD ( All But Dissertation) & will defend dissertation by Spring 2020)

**Master of Business Administration, (MBA)** George Argyros School of Business, Chapman University, Orange, CA (2001)

**Bachelor of Business Administration**, International Relations, University of Uludag, Bursa, Turkey (1991)

## TEACHING EXPERINCE

### NEW YORK UNIVERSITY, SCHOOL OF PROFESSIONAL STUDIES

**Jonathan M. Tisch Center for Hospitality and Tourism, September 2017 – Present**  
**Clinical Assistant Professor**

**Marketing of Tourism Destinations**, (Graduate Class) Fall 2017, 2018

**Strategic Brand Management** (Graduate Class) Summer 2018

**Business Development** (Undergraduate class) Spring 2017, 2018, 2019

- Teach students all aspects of tourism product cycle and all aspects of destination marketing, branding, brand management, and business development with a special focus on tourism and travel organizations
- Conduct brand audit together with students and recommend brand improvement for destinations and hospitality companies
- Assist students career opportunities in destination marketing, brand management especially in destination and hotel branding
- Procure leaders of destination branding and business development as guest lecturers
- Connect students to internship opportunities in the hospitality industry
- Instruct students on CV writing
- Arrange field trips to multinational organizations to develop globalization perspective

**Jonathan M. Tisch Center for Hospitality and Tourism, January 2014 – August 2017**  
**Adjunct Faculty**

**Entrepreneurship**, Spring 2015 (Undergraduate class)

- Lectured on how to create a business from an idea
- Developed business plans
- Invited CEOs to talk about challenges and successes
- Organized field trips to multinational organizations to develop globalization perspective
- Utilized videos and online material to teach financing options for founding a company
- Mentored students to develop their business career plans, interviewing and resume writing skills

**Cuban Hospitality, Tourism and Sports Industries Independent Study Course**, Spring 2015

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(Co- taught with Dr. Jukka Laitamaki). (Undergraduate class)

- Presented Cuban hospitality product distribution at University of Havana
- Guided students during Cuba Trip
- Reviewed and gave feedback on students' presentations

**Cuban Tourism Product Distribution in the USA Present and Future Advanced Research Seminar**, Spring 2015 (Acted as Industry Expert)

- Guided students on all aspects of travel product distribution
- Taught new distribution options such as peer to peer market place for travel
- Shared industry expertise and real life examples on successful distribution examples

**Tourism Planning and Policy**, Fall 2014 (Instructor evaluation score 6.8 out of 7), Spring 2016 (Instructor evaluation score 6.9 out of 7),- (Graduate Class)

- Instructed all major aspects of tourism planning and policies
- Explained the importance of politics on tourism
- Procured industry professionals as guest lecturers to show real life examples of impact of tourism strategies
- Arranged field trips to tourism offices

**Marketing of Tourism Destinations**, Spring 2014 (Instructor evaluation score 7 out of 7), Fall 2016 (Graduate class)

- Lectured students on all aspects of tourism product cycle and different aspect of destination marketing
- Arranged fields trips to tourism organizations such as Argentina Tourism Office, Dubai Tourism Office
- Showed students career opportunities in destination marketing
- Procured leaders of destination marketing as guest lecturers such as CEO of NYC & Co.

**FAIRLEIGH DICKINSON UNIVERSITY, SCHOOL OF INTERNATIONAL HOSPITALITY AND TOURISM**

**January 2016 – August 2017**

**Adjunct Faculty**

**Global Marketing for Hospitality Executives**, Spring 2016(Instructor evaluation score 4.9 out of 5)

- Lectured students on all aspects of tourism product marketing cycle and different aspect of global marketing and customized the concepts to hospitality and tourism industry
- Assisted fields trips to tourism organizations such as Turkish Airlines Marketing Office in New York
- Showed students career opportunities in Global Marketing specifically in hospitality industry
- Invited leaders of global marketing in hospitality industry as guest lectures
- Helped students with their CVs as well as internship opportunities in the industry

**Areas of expertise and interest in teaching:**

- Destinations, Cultures and Events
- Tourism Impacts and Issues
- Leadership for Crisis Situation

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- Emerging Issues in Hospitality and Tourism
- Consulting Strategies
- New Media and Distribution
- Sustainable Tourism Development
- Tourism Principles and Practices
- Tourism and Hospitality Economics

### Invited Guest Lecturers

- Tourism Product Development, Spring 2015 (Topic: Tourism Product Development and Marketing)
- Cultural Heritage, NYU SPS, Fall 2014 (Topic: Turkey and its Cultural Heritage and Tourism)
- Financial Strategies for Tourism Development, Fall 2014 (Topic: The Role of Online Travel Agencies in Tourism and Roomer Travel)
- Business Development II, NYU SPS, Fall 2013 (Topic: Roomer: How to create a business from an idea)

### Industry Panel Participations

- NYU SPS Shack Institutes Chinese Executive Hospitality Panel (2017)
  - Impact of tourism and destination marketing on real estate
- Airline Panel, Tisch Center (2014)
  - Moderator: Destination marketing and impact of airlines
- Destination Marketing Panel: Turkey, Tisch Center (2014)
  - Moderator: How to market a destination. Who is involved? Real Life example – Turkey’s promotions and marketing efforts as a tourism destination
- The Travel Distribution Summit, Eye for Travel – New York, NY (2014)
  - Technology Disruptors in Travel....
- Boutique Lodging Lifestyle Association (BLLA) Leadership Summit – Las Vegas, NV (2014)
  - Impact of peer-to-peer market place and distribution on independent hotels....
- Hotel Electronic Distribution Network Association (HEDNA) Annual Summit – New Orleans, LA (2013)
  - Technology Disruptors in technology / new distributing channels
- The Travel Innovation Summit, Phocus Wright – Ft. Lauderdale, FL (2013)
  - Roomer and its benefits to travel industry
- China Outbound Summit, - Beijing, China (2010)
  - How to increase Chinese inbound tourism to USA?
- Hilton Garden Inn (HGI) Global Owners and GM Conference and tour operators, - San Francisco, CA (2009)
  - How to work with wholesale travel distributors
- Wyndham Hotel Group Owners Conference- Las Vegas, NV (2008)
  - Benefits of working with third part international wholesale tour operators
- Intercontinental Hotel Group (IHG) Key Account Forum - Puerto Vallarta, MX (2007)
  - Inbound tourism and impact on destinations
- Marriott Mission - Los Angeles, CA (2004)
  - ATI’s sales distribution of Marriott product in international markets
- Sacramento Convention and Visitors Bureau Members Meeting - Sacramento, CA (1997)
  - How to work with wholesale tour operators

## **Presentations, Proceedings and Papers:**

**Karaburun, R.** (2018). The impact of culture on hotel ratings. Poster session presented and published in conference proceedings at the international annual conference of TTRA (Tourism and Travel Research Association), May 2018, Miami, FL.

**Karaburun, R.** (2018). The impact of culture on hotel ratings. Presented at NBEA (Northeast Business and Economic Association) Annual Conference, October 2018, Galloway, NJ

**Karaburun, R., Lala, V.** (2018). The antecedents of social connectedness and its implications on consumer behavior. How online social connectedness makes consumers more impulsive buyers. Accepted and will present at the IMRC (Interactive Marketing Research Conference) Annual Conference, March 2019, Houston, TX.

**Karaburun, R., Gopalakrishna, P.** (2018). The impact of nationalism on consumer ethnocentric tendencies in America. Accepted and will present at the AMA SIG (American Marketing Association, Special Interest Groups) Annual International Conference, May 2019, Buenos Aires, Argentina.

## **PROFESSIONAL EXPERIENCE**

**ROOMER TRAVEL – [www.roomertravel.com](http://www.roomertravel.com), New York, NY** August 2013 – September 2017

**Managing Director, North America** - Roomer is the online peer-to-peer marketplace for travel, connecting travelers who are stuck with a nonrefundable hotel room with those looking for a last minute, discounted accommodation.

- Established an office in New York for Roomer, created a legal entity for the company. Hired staff mainly from NYU Hospitality and Tourism graduates
- Developed an internship program in Roomer and hired many interns from NYU SPS Hospitality and Tourism Program
- Developed and structured sales operations and team including strategic account management.
- Transformed Roomer from a small online start up in travel industry to a well respected cost mitigation solution for corporate travel market with signing contract with major travel management companies
- Increased revenue 70% by executing a series of marketing and business development initiatives that expanded both international and domestic sales, opened new source markets and destinations as well as built new distribution channels
- Developed a marketing strategy, led PR efforts for the company and represented Roomer in many trade shows and had panel and TV appearances on line travel market

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- Led Roomer founding team in identifying and correcting critical problems; strengthened product gross margins, overhauled and improved operating process and systems.
- Created contingency and risk management plans for the business

### **ADVISORY AND CONSULTING SERVICES, New York, NY      May 2013 – Present**

Providing consulting, hotel contract sourcing, negotiation and execution services to international and domestic travel related companies, .com startup on line travel / technology companies on business strategy, destinations and destination management companies for domestic and international sales , sales management, marketing, and more

### **RADIUS GLOBAL TRAVEL SOLUTIONS, Bethesda, MD      November 2011 – April 2013**

RADIUS is a world-class corporate travel management company (TMC) serving multinational corporations with regional or global programs.

#### **Vice President, Global Supplier Relations**

Provided direction and leadership in working collaboratively with critical suppliers to maximize the potential value of those relationships to global travel suppliers, RADIUS and RADIUS agencies worldwide. Manage the RADIUS global supplier program with a key focus on relationships with strategic hotel partners and maintain and expand non-hotel supplier relationships.

- Develop and execute to comprehensive global travel supplier strategies and business plans.
- Manage Supplier Relations team establishing targets, directing ongoing management of supplier relationships and ensuring business plans align with global travel supplier strategies.
- Plan, direct and attend supplier business review meetings to ensure accuracy and timely delivery of management information.
- Oversee management of the contractual terms and conditions of supplier relationships and financial agreements in place, including payments.
- Expand RADIUS hotel program participants globally; identifying regional or market segment gaps and targeting appropriate chains/properties for inclusion.
- Develop and expand a global supplier sales and marketing team.
- Collaborate with RADIUS agency executives and other departments to develop point of sale marketing and incentive programs and promotional programs to support global travel supplier strategies.
- Identify appropriate opportunities for supplier sponsorship and showcasing targeted suppliers.

### **GULLIVERS TRAVEL ASSOCIATES NORTH AMERICA (GTA) New York, NY**

**April 2005 - August 2011**

A part of Kuoni Destination Management Group – one of the world's leading wholesalers of hotels, ground products, and services to the travel industry

#### **President, GTA North America / Travel bound Inbound & Outbound Travel**

Responsible for full strategic planning and P & L management for over \$200 million North America division of a \$1.8 billion corporation. Maintain complete autonomous decision making authority within the areas of sales, sourcing, marketing, operations, and administrative affairs for North America Region. Manage 6 direct and 185 indirect reports.

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- Led the development and achievement of Regional sales & marketing and product strategies both retail and wholesale (on line and off line) and business plans for the North America markets in pursuit of continued growth of new business opportunities, organic growth of existing revenues and operational effectiveness in the North America region.
- Led the strategic planning, sourcing, negotiations and business relationship with Preferred National Consortia partners (i.e. AAA, AMEX, Vacation.com), wholesaler partners as well as independent hotel and services suppliers and major global chains direct connectivity (i.e. Marriott, Hilton, Intercontinental Hotel Group, Best Western International, Choice Hotels) as well as some airlines and country tourism offices.
- Developed and restructured sales organization to include strategic account management, and adjusted the compensation and incentive plans to help achieve the company's goals. Delivered strong results of outbound sales over 20% in a difficult year for the travel industry
- Negotiated and launched direct connect with major hotel chains and major credit card companies on virtual credit cards/ procurement cards payment for tour operators, hotels and third party suppliers
- Transformed North America Inbound Division from a small player in the market to recognition and ranking as one of the largest and industry leading operator nationwide.
- Increased inbound revenues 50% by executing a series of marketing and business development initiatives that expanded both international and domestic sales, opened new source markets and destinations as well as built new distribution channels
- Initiated and launched production and sale of new destinations/ products that generated \$600K new business the first year with annual sales projected to reach \$1 million in coming years
- Launched first nationwide marketing brochure in company's history for worldwide distribution that generated \$500K co-op marketing revenue from supplier partnerships for company's bottom line
- Facilitated and guided business unit leaders in formulating new vision and strategic direction that successfully repositioned division as a differentiated competitor in the market, adding value to GTA North America and earning prominent role in mainstream corporate strategy
- Led management team in identifying and correcting critical problems; reduced and streamline over head expenses, strengthened product gross margins, overhauled and improved operating process and systems, resolved quality and warranty issues, and differentiated product lines. Worked collaboratively with business leaders to define KPIs and hold managers accountable and rewarded appropriately
- Established and managed comprehensive travel products to meet business needs across Europe and APAC regions, resulting in revenue growth of more than 50% annually from APAC region to North America
- Provided direction and inspiration to the organization including all other worldwide sales offices in developing creative sales approaches and unique solutions to the travel packaging products in North American Region
- Develop strong partnership with internal customers across all channels globally and other key functional stakeholders (i.e. technology, finance, HR, legal)
- Proactively created contingency and risk management plans for the business in case of unexpected natural disaster and economic fluctuations in the industry

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### **AMERICANTOURS INTERNATIONAL (ATI), Los Angeles, CA, January 1994 to March 2005**

One of leading inbound escorted tours and FIT tour operators with \$150 million revenue and staff of 250 currently owned by AAA

#### **Vice President, Product Development & Contracting**

2001 to 2005

Managed the Product Development & Contracting Department as well as serve as an Executive Committee Member.

- Achieved an additional \$1 Million profit by negotiating with travel suppliers in the United States
- Doubled advertising revenue for ATI's annual tariff to \$865,000 during first year as Vice President, Product Development, and a record in the company's 27-year history
- Trained, coordinated and motivated a multi-cultural staff, assisted ATI's legal department regarding marketing issues or advertising /promotional matters, and evaluated the progress of corporate goals
- Developed a cooperative marketing agreement with major suppliers resulting in \$400,000 additional revenue
- Developed strategy for new product range introduction realizing \$470,000 in new sales volume for the first year
- Developed and executed marketing plans and programs, both short and long range, to ensure the profit growth and expansion of the company product and services on both FIT and escorted motor coach tours
- Planned and directed new employee incentive programs
- Managed trained and motivated 22 members of product development team and improved internal and external communications with headquarters and regional staff

#### **Director of Product Development & Contracting**

2000 to 2001

- Achieved cost savings by \$2 Million through re-negotiating existing contracts with hotels and transportation companies
- Created the foundation for ATI's growth in international markets by developing staff and support functions to better serve ATI's 3000 clients worldwide
- Introduced and structured formal marketing and sales planning programs
- Created and implemented comprehensive marketing strategies and plans
- Standardized the contracting process and introduced and implemented the e-contracting process for the company for its 2500 vendors, which resulted savings of \$1million annually for the company

#### **Senior Product Manager**

1994 – 2000

- Led the effort to introduce ATI's products (domestic escorted tours, fly drive packages, FIT) to emerging international markets, gaining the leading position in the US visit tour operator market
- Negotiated with suppliers to ensure highest quality service at the lowest price possible for all escorted tour series
- Introduced product line extensions that contributed 200K incremental operating profit
- Increased sales to emerging markets such as Poland, Czech Republic, Turkey, and Israel by 45%, which generated over \$6-million-dollar revenue annually

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- Developed and implemented sales/marketing strategy for emerging international markets, which increased ATI's market share by 40%
- Developed and executed consumer and trade promotions events
- Evaluated existing competitors in the market and introduced new products to the region that gained 75% of market share

### PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA), Hospitality Financial and Technology Professional (HFTP), Travel and Tourism Research Association (TTRA), Destination International, United States Travel Association (USTA), National Tour Association (NTA), Receptive Services Association of America (RSAA), American Society of Travel Agents (ASTA), SKAL, Global Business Travel Association (GBTA), Professional Conventions Meetings and Associations (PCMA) Meeting Professional International (MPI), Hotel Electronic Distribution Association (HEDNA)

### CERTIFICATES

- **Cendant CEO Series**, The Wharton School, The University of Pennsylvania (2006)
- **Teaching Effectiveness Part 1 & Part 2**, NYU, School of Professional Studies (2014)
- **Karras Effective Negotiations Seminar**, Karras Los Angeles, CA (2000)