

Resume

GREGORY L. DESHIELDS, CHE, CDE
4 Old Salem Road
Cherry Hill, New Jersey 08034
Home: (856) 414-1276 - Cell: (856) 304-6477
Email: gdtl@verizon.net

PROFESSIONAL OBJECTIVE:

To obtain a challenging and responsible leadership role, to effectively apply my expertise as a Tourism/Hospitality Professional and Diversity Equity and Inclusion Practitioner developing and implementing plans, strategies, and initiatives specifically designed to raise destinations image for diverse, multicultural travel.

PROFESSIONAL EXPERIENCE:

Executive Director

PHILADELPHIA CONVENTION AND VISITORS BUREAU – PHL Diversity
Philadelphia, PA – April 2014 – Present

Manage a budget of \$500,000 is responsible for developing and implementing plans, strategies, and initiatives specifically designed to raise Philadelphia's image as a diverse/multicultural destination leading to definite room nights generation and economic impact for the region. Frequent presenter, specific Diversity, Equity, and Inclusion fundamentals.

Executive Director

TOURIM DIVERSITY MATTERS
Minneapolis, MN – June 2020 – Present

Lead Diversity, Equity and Inclusion (DEI) initiatives and concepts to address the blind spots of ethnic disparities and provide decision-makers in the tourism and events industry access, resources, and tactics to develop more effective Diversity & Inclusion strategies that will engage and retain a diverse workforce.

Adjunct Professor

TEMPLE UNIVERSITY- School of Sport, Tourism and Hospitality Management
Philadelphia, PA – September – Present

Junior Internship Supervision, classroom learning theory to a practical workplace setting related to their major; immersed in a professional work environment; to establish professional development goals; gain valuable industry experience that will prepare them for entry into their full-time professional careers.

Managing Director of Business Development

TEMPLE UNIVERSITY- Fox School of Business & School of Tourism and Hospitality Management
Philadelphia, PA - September 2011 – April 2014

Cultivates relationships that align with the schools' missions and develops and implements strategies to increase the schools' visibility in the business community. Managing a \$400,000 budget provides innovative and visionary leadership to manage the development, administration, and delivery of a comprehensive outreach plan, including strategies and operational tactics for marketing, corporate outreach, growth, and service.

PROFESSIONAL CERTIFICATION:

Society of Diversity – Certified Diversity Executive (CDE) -2020
American Hotel Lodging Association, Educational Institute – Certified Hospitality Educator (CHE) - 2018
Asian American Hotel Owners Association – Certified Hotel Owner (CHO) - 2018

PROFESSIONAL EDUCATION:

Professional Development Leadership Graduate: Institute for Diversity Certification, Urban League of Philadelphia, Leadership Forum, Leadership Philadelphia, and Greater Philadelphia Leadership Exchange.

Johnson and Wales University, Providence, RI September 1976 - June 1980

Graduated 1980 Bachelor Degree in Hospitality Management

Graduated 1978 Associate Degree Hotel and Restaurant Management

PROFESSIONAL AFFILIATIONS:

Past President SKAL Philadelphia Chapter, board member: AchieveNEXT Global, Blacks in Travel and Tourism, Boy Scouts of American Cradle of Liberty, Center City District, Center City Proprietors Association, COMHAR Inc., Greater Philadelphia Hispanic, African American, Asian-American, and LGBT Chamber of Commerce, and Philadelphia Award.

HONORS & AWARDS:

2020 Events Industry Council (EIC) Social Impact Award , Meetings Today Trendsetter (Diversity, Equity, Inclusion, and Education), 2020 Funtime Magazine, Philadelphia Icon Award, 2021 Philadelphia Tribune Most Influential African American Leaders

ADDITIONAL PROFESSIONAL EXPERIENCE:

Freelance Contributing Diversity, Equity and inclusion Writer

MEETING'S TODAY PREMIER NATIONAL MEETING PLANNER PUBLICATION

Cedar Rapids, IA - June 2020 – Present

Responsible for writing Diversity, Equity, and Inclusion articles on a project basis. Gathering DEI information On project-specific areas editing and proofreading and adhering to deadlines.

Chairperson LGBTQ+ Philly Counts Subcommittee

CITY OF PHILADELPHIA COMPLETE COUNT U.S. CENSUS

Philadelphia, PA – January 2019 – Present

Complete Count Committee guides and supports the efforts of Philly Counts 2020. Each Subcommittee group represents Philadelphia's unique interest communities and hard-to-count populations

Faculty Instructor

HOSPITALITYEDUCATORS.COM - Asian American Hotel Owners Association

Phoenix, AZ - August 2012 – December 2017

Industry Expert

YING MEI JIA TONG INTERNATIONAL BUSINESS CONSULTING CO., LTD.

Liaocheng and Tai'an, China – October 2015 – April 2017

Adjunct Professor

TEMPLE UNIVERSITY- School of Tourism and Hospitality Management

Philadelphia, PA – October 2001 – December 2016

Senior Director of Corporate Relations - Adjunct Professor

TEMPLE UNIVERSITY- School of Tourism and Hospitality Management

Philadelphia, PA – October 2001- September 2011