

JENNIFER E. Y. CHUN

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CORE COMPETENCIES

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| • Strategic Research | • Management Consulting | • Business Advisory Consulting |
| • Strategic Planning | • Project Management | • Research & Data Analysis |
| • Staff Management & Development | • Client Services | • Financial Analysis |
| • Hospitality Industry Knowledge | • Account Management | • Report Writing |

RELEVANT WORK EXPERIENCE

State of Hawai'i Department of Business, Economic Development and Tourism, Honolulu, Hawai'i

Director of Tourism Research, July 2021 - present

- Leads DBEDT's Research and Economic Analysis Division's Tourism Research Branch, which provides strategic analytical information about Hawai'i tourism and conducts special research that supports the state's marketing and product development efforts, planning by industry partners, and policy making. The Tourism Research Branch works closely with the Hawai'i Tourism Authority.
- Responsible for procurement, contract management, oversight of project execution, public dissemination of reports, presentations to HTA Board of Directors and leadership team, and representing DBEDT at meetings with legislators, other State departments, and stakeholders.

Hawai'i Tourism Authority, Honolulu, Hawai'i

Director of Tourism Research, December 2017 – June 2021

- Leads HTA's Tourism Research Division, which provides strategic analytical information about Hawai'i tourism and conducts special research that supports the state's marketing and product development efforts, planning by industry partners, and policy making.
- Responsible for procurement, contract management, oversight of project execution, public dissemination of reports, presentations to HTA Board of Directors and leadership team, and representing HTA at meetings with legislators, other State departments, and stakeholders.

Tourism Research Manager, July 2014 – November 2017

- Project lead for Hawai'i Resident Sentiment Study, Marketing Effectiveness Study, Visitor Plant Inventory Survey, Quarterly Timeshare Survey, LGBT research, and also other non-published research.
- Project team for HTA's Basic Data Series (including Domestic Inflight Survey, International Departure Survey, Island Departure Survey, and Cruise Survey), Visitor Satisfaction & Activity Survey, Annual Visitor Research Report, including preparation of monthly visitor statistics press release and related tables and reports.

Hospitality Advisors LLC, Honolulu, Hawai'i

Director, March 2005 – June 2014

- Provided consulting services, including hospitality and tourism market studies, hotel financial analysis, strategic advisory, economic impact studies, real estate consulting, ground lease advisory, litigation support, State of Hawai'i receivership and foreclosure support, and US Bankruptcy Trustee support.
- Worked with a wide range of hospitality industry products, including hotels, timeshare, food and beverage, attractions, retail, master-planned resorts, and golf courses.
- Clients included the Hawai'i Tourism Authority and other governmental agencies; hotel owners, operators, developers, alii trusts, institutional investors and lenders, and associations such as the American Resort Development Association (ARDA) and Waikiki Improvement Association.
- Responsible for human resources. Managed day to day work of team of 2-3 staff members and 1-4 interns.

Project Consultant, 2002 – 2005

Provided project management and consulting services on a project-basis.

IntrapriseTechknowlogies LLC, Honolulu, Hawai'i

Principal Consultant, 2004 – 2007

As a senior member of ITK's consulting team, worked with client management to ensure the design and implementation of strategic business processes and supporting systems for retail, insurance, higher-education, and not-for-profit clients.

Independent Consultant, Honolulu, Hawai'i

WATG (fka Wimberly Allison Tong & Goo), December 2004 – July 2007

Marketing & Business Development Manager, providing business development, consulting services, and marketing support to the Honolulu Office of an international architecture firm as part of its Corporate Marketing department.

Persis Corporation, Honolulu, Hawai'i

Director of Business Development, June 2002 – March 2004

Managed client consulting projects, developed new business, and assisted company partner Persis Asset Advisors with real estate support, including 1031 exchange. Assets included office, warehouse, retail, and lodging properties and a publishing company, radio stations, and fine art collection.

Big Island Radio LP Asset Manager, April 2004 – December 2006

Asset management of Big Island Radio transaction during FCC approval process, including monitoring of day-to-day operations, cash management, advertising contracts, radio towers and studio maintenance contracts, and human resources administration.

PricewaterhouseCoopers L.L.P., Honolulu, Hawai'i

Senior Associate, Middle Market Advisory Services, May 2000 - May 2002

Provided real estate and business advisory services and litigation support, including 1031 exchange. Provided consulting assistance and CFO Outsourcing services to Honolulu High Tech Practice and Japanese Business Practice clients, including Japanese-owned start-up companies and Japanese commercial banks.

Senior Associate, Financial Advisory Services, Global Hospitality & Leisure Industry Program, June 1995 - April 2000

Wide variety of engagement experiences, including market studies, litigation support, forensic accounting, and foreclosure support for industry sectors, including tourism, resorts, lodging, food & beverage, attractions, golf courses, real estate, development, and transportation. Worked on engagements with other lines of service, including audit, tax, management consulting, and human resource consulting. Also had the opportunity to work on US Mainland and international assignments (Tokyo, Japan). Assisted with Hawai'i market research initiatives and publications, including *Hawai'i Hotel Flash Report*, *Hawai'i Hotel Financial Statement Survey*, *Hawai'i Attractions Survey*, *Hawai'i Private Club Survey*, *Hawai'i Golf Market Update*, and press releases.

Knowledge Management Senior Associate, Global Hospitality & Leisure Industry Program, October 1999 - April 2000

Responsible for creating and maintaining a global, cross-line of service, knowledge sharing tool available as a Lotus Notes database and on firm intranet. Responsible for data collection and entry for a global cross-line of service lead tracking database; information was used by senior management. Responsible for creating quarterly internal Global Hospitality & Leisure newsletter.

EDUCATION**Cornell University, School of Hotel Administration**, Ithaca, New York

Masters of Professional Studies, 1995

Concentration: Destination Hospitality Management

Ye Hosts Academic Honor Society

Dartmouth College, Hanover, New Hampshire

B.A., Asian Studies, 1992

Presidential Scholars Program

Kamehameha Schools, Honolulu, Hawai'i, 1988

MEMBERSHIPS AND AFFILIATIONS

Pacific Century Fellows Program, Member of the 14th Class
Travel and Tourism Research Association, International Board of Directors
Travel and Tourism Research Association, Hawai'i Chapter, Treasurer
Pacific Asia Travel Association, International Board of Directors, former Executive Board Member
Pacific Asia Travel Association, Hawai'i Chapter, Executive Committee Chair
Skål International Hawai'i, Skål USA Representative, past President
Hawai'i Economic Association, Secretary
International Women's Forum, Hawai'i Women's Forum Member
Dartmouth Club of Hawai'i, Board Member, past President
Cornell Hotel Society, Hawai'i Chapter, Secretary/Treasurer
Cornell Club of Hawai'i, former Board Member and Scholarship Chair
Associated Chinese University Women, Corresponding Secretary and Communications Committee Chair
Hawai'i Fashion Incubator, Member, Volunteer Bookkeeper (defunct)
Hawai'i Culture & Retail Association, Tourism Committee (defunct)
Glass Art Society, Member