

## **Mr. St. Clair Russell Abeyratne**

**Mr. Abeyratne has spent his entire 30 year career in marketing and sales of life enhancing products and services from moderate to high net worth individuals. His distribution efforts have spanned the globe, with particular emphasis on Canada, the U.S., Asia and the Caribbean.**

**For 14 years, Mr. Abeyratne was an Executive Officer associated with the highly respected Marriott and Starwood brands. Among his skills in this regard is recognized expertise in brand development and management, development of international sales programs, maintaining and understanding different cultural relationships, and development of global marketing initiatives in support of selling propositions.**

**During his management tenure with Marriott International, Mr. Abeyratne received credit for six "Project of the Year" awards, including the prestigious J.W. Marriott Desert Springs Resort Villas 1&2, Marriott's Newport Coast Villas, and Marriott's Shadow Ridge Resort. On a global scale, he reintegrated sales by establishing a new form of direct selling based around the creation of an Event Marketing distribution channel, which focused on relationship building in regional targets of opportunity.**

**In addition to sales, Mr. Abeyratne also oversaw customer service, where he was responsible for opening customer service centers in Asia, advising as well as setting up marketing and sales distribution in conjunction with these.**

**At Starwood, Mr. Abeyratne was recruited to lead the turnaround efforts at the prestigious Westin Mission Hills Villas. Here he was responsible for development of an overall corporate value sales solution to promote the company's high end leisure properties. Mr. Abeyratne took over the operation, restructured it, and turned it around to where profits soared 432%, year on year. At the same time he also led an effort to maximize operational efficiency, implementing cost control measures that supported off-site alternative destination leisure real estate sales. This program exceeded corporate targets by both increasing revenues, as well as lowering COGS. His performance and management discipline led to him being given direct responsibility for over \$100 million in corporate assets.**

**Finally, over his years as a global marketing and sales executive, Mr. Abeyratne has taken the time to capture and document his skills. He has unselfishly made them available for use and application by others, including mentoring younger executives. He has also contributed his knowledge and expertise on global sales and marketing to the Gallup Sales Management Development Process. Mr. Abeyratne is a trained and certified "Gallup Strengths Coach."**

