

BIOGRAPHICAL SKETCH

Dr. Ronald A. Nykiel, CHA, CHE

Author, business executive, lecturer, professor, and founder are all appropriate descriptions for Dr. Ronald A. Nykiel.

He began his business career with IBM in human resources. With Xerox and Marriott Corporation he held managerial positions in market research and strategic and operational planning. He has been a senior officer of Holiday Corporation serving in a development and strategic planning capacity. As a senior officer of Ramada Incorporated, Nestle's Stouffer Hotel Company, and Grand Met's Pearle Incorporated he was responsible for all brand management and marketing functions on worldwide basis.

Dr. Nykiel has served on the Boards of associations, corporations, public television, and universities. He has consulted with two United States Presidential Commissions, various other federal and state entities, and numerous corporations. He founded World Institute Associates, a global business strategy and marketing consulting firm and serves as its Chairman.

He has addressed many corporate and association groups and lectured at the Harvard Graduate School of business and other prestigious universities on subjects such as: corporate strategy; marketing; consumer behavior; brand management; service excellence; and, executive development topics. He is recognized as an international authority in the field of hospitality, travel and tourism marketing and is author of a leading hospitality industry marketing text. He also served on the Board of Directors of the Travel Industry Association of America. He authored more than a dozen books on business strategy, marketing, consumer behavior and service excellence. He has appeared on national television, radio and contributed to a variety of journals, magazines and other publications.

Dr. Nykiel received his Bachelor of Arts degree in Liberal Arts from the State University of New York, his Master of Arts degree in Spanish from the Pennsylvania State University and his Ph.D. in Management and Administration from Walden University. He also holds the Certified Hotel Administrator (CHA) and (CHE) Certified Hospitality Educator designated from the Educational Institute of the American Hotel and Motel Association. Dr. Nykiel is the founder and past Chairman and CEO of the Hospitality Industry Hall of Honor and publisher of the Hospitality Business Review. He is currently, the Conrad N. Hilton Distinguished Chair and Professor of Hotel and Restaurant Management at the University of Houston and Chairman of World Institute Associates.