Jorge A. Rodriguez

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**SUMMARY**

Seasoned marketing executive with over 20-years of experience in high-end products and customers. Have ample knowledge in launching new programs and destinations to luxury customer base. Expertise in small expedition cruises to remote destinations and regions rich in wildlife. Through my company Adventure Latin America, I have acquired diversified experience in all travel segments including direct travelers, travel agents, tour operators and specialty and affinity groups.

**EXPERIENCE**

**Adventure Latin America, Principal 1999 – 2023**

**Amazon Adventures, Partner, CEO 2020 – 2023**

**Deep in Patagonia, Partner 2016 – 2023**

**Australis, Market Manager, North America 2000 - 2017**

* Directed all marketing, advertising and sales efforts for all three countries in North America.
* Managed a team of 6 travel professionals achieving a sales volume in excess of USD $10 million.
* Achievements include:
  + Maintaned a 20% average annual growth resulting in a 16-fold increase in revenue to $8.6M in the USA.
  + Insertion as a preferred supplier in luxury consortia like Virtuoso, Signature, Ensemble and Travel Leaders..
  + Achieved publication in major articles at publications such as Cruise Travel, NG Traveler/NG Adventure and landed other media programming in TV such as Mighty Cruise Ships and Travelscope among others.
  + Earned Travel & Leisure's World's Best # 1 award in product category.
  + Made Chile/Argentina into leadership position as affinity group destination with over 500 annual travelers.
  + Designed and implemented the only Patagonia Certification course for travel agents successfully signing 250

**United Airlines 1994-1999 International Account Executive**

* Managed a territory of over USD 10 million in sales.
* Managed Puerto Rico sales office directing three Account Executives until closing in 1998.
* Attended Account Executive training programs

**Otis Elevator Company, a division of United Technologies 1990-1993**

* Attended Otis Development Program
* Worked directly under Otis Treasurer as a Treasury Analyst
* Attended Corporate seminars in Leadership in Financial Management
* Managed Worldwide Working Capital identifying excess cash for inter-company lending
* Managed efforts in sales and reporting for all Latin American licensees

**EDUCATION**

**Currently pursuing PhD in Cultural Anthropology**

**Florida International University Present**

**Florida International University**

**Master of Arts in Latin American and Caribbean Studies 2023**

**University of Connecticut**

**MBA, Marketing and Finance 1990**

**Mercer University**

**Bachelor of Science, Physics 1983**

**ADDITIONAL**

* Bilingual/Bicultural (Spanish)
* Fluent in French and Portuguese
* Treasurer Board of Directors, Unidad of Miami Beach
* President Board of Directors, Honduras Rising USA