

Roy Barnes has been trying to provide exceptional customer experiences since he started as front desk manager at Marriott, where he led his hotel to the highest guest satisfaction scores in the Marriott system worldwide for two years in a row. He made his way up through the ranks, and later became a member of Marriott Vacation Club International's (MVCI) Executive Team, where he spearheaded the customer-focused strategic reorganization and business process redesign effort that helped MVCI achieve an exponential revenue increase from \$400 million to over \$2.8 billion over eight years.

Roy earned his BA in History and Environmental Science at Grinnell College. He continued post-graduate study at Villanova University, (Six Sigma Certification) and the University of Maryland—College Park. In addition to being a member of the National Speakers Association (Central Florida) International Speakers Bureau, Roy holds a Certification of Process Mastery (Hammer Group), a fellowship with the American Strategic Management Institute and is a member of the Balanced Scorecard Hall of Fame.

With a passion for designing and executing great customer experiences, coupled with over 25 years of experience leading work teams and delivering world-class results, Roy hopes to make a truly positive impact in his role as Chief Officer of Student Experience at FLVS.