

## REBECCA DIRDEN MATTINGLY

3258 Carrollton Drive • Tallahassee, FL 32311

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### EXECUTIVE MANAGEMENT PROFILE: CHIEF MARKETING & MANAGEMENT EXECUTIVE

**Over 15 Years of Executive and Leadership Experience, including the CEO for Billion-Dollar Organization and Former Director Positions within the Government and Private Sectors**

**Earned Gubernatorial Appointments for the Florida Office of Tourism, Trade & Economic Development and the Florida Lottery, the Latter with Full Florida Senate Confirmation**

**Brought the Florida Lottery to Recognition as the Top-Performing Organization of its Kind Based on Profit and Revenue Achievements; Led the Motion Picture and TV Production Industry in Florida to Achieve \$2 Billion-Plus in Annual Revenues**

Background in leading senior executive staff across core functional areas, including Sales, Marketing, Product Development, HR, IT, Finance, and Legal. Offer combination of analytical/quantitative skills with innovative program development, with the ability to draw compelling insights from research data, performance metrics, and competitive intelligence. Exceptional communicator able to foster excellent relationships with team members, upper management, and executives from client and partner companies. Experienced and successful in tackling extremely complex challenges within high-profile operations.

#### Core Competencies:

Start-Up & Turnaround Management / Budget Development & Administration / Strategic Business & Creative Planning  
 Policy Development & Lobbying / Full P&L Responsibility / Operations Infrastructure Building / Client Management  
 Executive Team Building & Leadership / Marketing & Advertising Innovation / Branding & Competitive Positioning  
 Complex Program Implementation / New Product Development & Launch / Public Service & Community Advocacy

### EXECUTIVE & LEADERSHIP EXPERIENCE

CREATIVE STRATEGY CONSULTING – Tallahassee, FL – 2007-Current  
 Owner operated marketing and management consulting firm.

#### Chief Executive Officer

Senior executive and owner of firm providing executives in the entertainment, tourism, economic development, not-for-profit sectors with management and marketing expertise in the areas of Visioning and Long-Term Planning, Marketing and Branding, Executive and Leadership Development.

#### Selected engagements:

- Leon County Tourism Development Commission, Tallahassee, FL
- Florida Department of Juvenile Justice, Tallahassee, FL
- City of Tallahassee, Tallahassee, FL
- Zimmerman Advertising, Ft. Lauderdale, FL
- Florida Film Production Coalition, Miami, FL

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**FLORIDA LOTTERY – Tallahassee, FL – 2003-2007**

Serving population of 18.4 million via network of 13,000 consumer product retailers.

**Chief Executive Officer**

Senior executive with full responsibility for all functions within the organization, ensuring compliance with all policies of the Governor and the Florida Legislature. Directed senior executive team of 10 in Marketing & Sales, Product Development, Information Technology, Finance, Research/Legal, Human Resources, Administration, and Procurement.

*Selected accomplishments:*

**Led organization in increasing gross sales from \$2 billion to \$4 billion from 2002-2003 to 2006-2007 while achieving concurrent 15% reduction in annual operating costs.**

- **Decreased staff from 500 to 400 while increasing retailer base from 10,000 to 13,000 in response to severe state budget crises (2004), resulting in over \$1 billion in additional profits for education.**
- **Negotiated with the world's leading global gaming enterprise to procure services for superior gaming system, subsequently presiding over the most successful gaming system in the history of the domestic lottery industry that saved the state over \$11 million in vendor commissions.**
- **Directed all state agencies in improvement of business and economic opportunities for women-owned and minority-owned businesses by capturing over \$19 million in minority contracting, leading to organization's award as "Agency of the Year" by the Office of Supplier Diversity.**
- **Guided agency in achieving ranking by the Florida Legislature's Office of Program Policy Analysis & Government Accountability as the top-performing lottery in the U.S. in terms of 4 key profit/revenue categories; agency earned further recognition from the OPPAGA for success in reducing program costs while optimizing sales.**
- **Planned and implemented strategy to support continued expansion of Lottery's business intelligence system, improving backup system and restoring agency to support the Continuity of Operations and IT Disaster Recovery plans.**
- **Implemented new promotions and marketing strategies for instant games that increased revenues by over \$250 million; launched Mega Monopoly game (during traditionally slow period) that became one of the top-selling products (\$154 million+ in 2003-2004). Relaunched top-selling title Monopoly and achieved \$175 million-plus revenue gain as a result.**
- **Analyzed relevant data to re-launch the Mega Money game brand via online and in-store promotional/retailer initiatives translating into a \$30 million sales increase.**
- **Spearheaded design and roll-out of new Business Development and Corporate Alliances revenue-generating units, resulting in conversion of ~2,000 instant-only retailers to full-service partners, as well as procurement of win-win corporate alliance programs with high-profile organizations (e.g. Miami Heat, Universal Studios, Florida Marlins).**
- **Created new education program designed to generate awareness of Florida's Bright Futures Scholarship (entitled Bright Future's Ambassador Program) that provides one-on-one, student-to-student mentoring.**

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**FLORIDA OFFICE OF TOURISM, TRADE & ECONOMIC DEVELOPMENT – Tallahassee, FL – 1999-2003  
Executive Director, Film Division**

Successfully turned-around the state's film division and spurred economic development of the motion picture industry in Florida. Challenges included reversing 5 consecutive years of neglect for the division, instituting a programmatic and strategic focus, and establishing/sustaining relationships in order to generate new business. Supervised team of 5 and collaborated with over 50 city/county film offices to implement division's programs.

*Selected accomplishments:*

**Served as the key catalyst in the state's achievement of over \$2 billion in total revenues generated from Florida's film industry through leadership and partnership building efforts.**

- Marketed and promoted the state for the creation of over 1,000 new jobs for Floridians through the production of several hit movies, including Bad Boys 2, Out of Time, B.A.S.I.C., Sunshine State, and Tigerland.
- Lobbied for and secured passage of legislation to create the Entertainment Industry Tax Exemption and the Florida Motion Picture Incentive, resulting in \$25 million of incentives provided by the state to promote the film industry.
- Instituted series of programs and processes that furthered operational and business development goals, including operational model, rural/urban promotional initiatives, structured methodology for management training programs, and state-private sector partnership programs that fostered positive relationships and resource utilization.

**WALT DISNEY WORLD, THEME PARK DIVISION – Lake Buena Vista, FL – 1996-1999  
Managing Producer**

In charge of identifying and developing integrated promotional concepts with original television programming created by cable, broadcast, radio and online content partners and syndicators.

**Led breakthrough results in 3<sup>rd</sup> party support and coverage for key Disney Parks & Resorts initiatives, including the 25<sup>th</sup> Anniversary, opening of Disney's Animal Kingdom, and Walt Disney World Millennium Celebration.**

- Met the Marketing Division's annual ROI goals and implemented the strategic focus to develop network and cable television programming as co-branded marketing initiatives.

**BERK/SCHWARTZ/BONANN PRODUCTIONS – Los Angeles, CA – 1994-1996  
Creative Affairs Director**

Planned, executed, and managed all creative affairs and program development within the organization (that produced Baywatch and other shows), reporting directly to the CEO.

*Selected accomplishments:*

**Played instrumental role in contributing to the development, acquisition, and production for 3 seasons of Baywatch, launch of its 1<sup>st</sup> spin-off Baywatch Nights, and roll-out of several alternative TV movies and series such as Thunder in Paradise, Assault on Devil's Island, and Daytona Beach.**

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**THE AFRICAN HERITAGE NETWORK – New York, NY – 1992-1994**  
**Director of Syndication**

Oversaw acquisition of films for broadcast television syndication and managed all syndication sales for industry-leading distributor of ethnic television programming in the U.S. Led the transition of this new venture from conceptualization through start-up phase.

*Selected accomplishments:*

**Achieved significant start-up growth for the Network that had films showing in 80 markets nationwide, reaching 88% of all African-American households (\$1 million in annual revenues). Organization peaked in 2003 with over \$60 million in annual revenues.**

- Launched “The African Heritage Network Movie-of-the-Month Series” format of packaged ethnic films that were subsequently syndicated by TV stations in African-American markets across the U.S.

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**EDUCATION & CREDENTIALS**

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**Bachelor of Science Degree:** West Virginia University, Morgantown, WV

**Professional Affiliations:**

Member, Challenger Learning Center, Board of Directors, 2005-2010

Member, Take Stock in Children, Board of Directors, 2002-2006

Member, Ronald McDonald House of Tallahassee Board of Directors, 2002-2005

Member, Florida Media Arts Grant Panel, Florida Dept. of State, and Division of Cultural Affairs, 2000-2001

Member, Women In Film Central Florida Chapter Board of Directors, 1999-2002

Member (Ex Officio), Florida Film & Entertainment Advisory Council, 1999-2002

Chairperson, Digital Media Advisory Council, Internet Technology (IT) Task Force, 1999 –2001

Member, Alpha Kappa Alpha Sorority, Inc. since 1987