

Vanessa Williams Brooks



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Senior-level real estate, tourism and economic development professional with over 20 years of leadership in public policy, strategic planning, real estate management, and marketing in public administration and the private sector.

PROFESSIONAL EXPERIENCE

Caribbean Palm Real Estate Investment & Management

Managing Director

2017 - Present

- Develop, lease and property manage commercial and residential real estate portfolio investments
- Conduct market research and analysis to identify profitable opportunities for investments
- Negotiate and draft leasing agreements to optimize occupancy rates and maximize portfolio profitability.
- Direct property management operations, including tenant relations, lease renewals, and maintenance coordination
- Collaborate with architects, contractors, and developers to ensure timely delivery of construction and renovation projects
- Monitor real estate market trends to implement strategic adjustments in property leasing and management

City of Miami Beach, Tourism, Culture and Economic Development, Office of Real Estate

Miami Beach, FL

Assistant Director

2016 – 2017

- Directed the daily operations of department, including staff of 16, oversight of Special Events Office, Film and Print Office, Cultural Affairs and Tourism divisions with an annual budget of approximately \$17 million
- Promoted the \$650 million renovation of the Miami Beach Convention Center by coordinating the joint sales and marketing efforts of the GMCVB and the Convention Center's management company Spectra, and by supporting the Convention Center Advisory Board and the Mayor's Ad Hoc Blue Ribbon Steering Committee on the Convention Center Hotel
- Prepared and managed agenda items through the approval process collaborating with multiple municipal departments including the City Manager's Office and the City Attorney's Office
- Directed the City's over 1,400 annual special event permits, film and print productions by developing comprehensive logistics planning and coordination of City services, Police, Fire, and Sanitation Departments, for major event periods such as Art Basel, Art Deco Weekend, Yachts Miami Beach, South Beach Wine & Food Festival, Spring Break, Memorial Day, Halloween with the Lincoln Road Business Improvement District (BID), and New Year's Eve on Ocean Drive
- Negotiated new concession, lease and user agreements, including beach concessions, the Colony Theatre, the Bass Museum of Art, and food and beverage concessions in municipal parks
- Promoted Miami Beach as a cultural capital and world-class destination by directing the cultural grants program of the Cultural Arts Council awarding over \$800,000 to support not-for-profit Miami Beach-based dance, music, theater, film and visual arts institutions, and by coordinating entertainment programs for the education and cultural enrichment of residents and visitors
- Directed the Art in Public Places program to commission, maintain and display public art, including approximately \$7 million in art projects at the Convention Center
- Optimized non-tax revenues and community use of City-owned properties by managing portfolio of over 140 real estate lease, management, development and concession agreements
- Facilitated City's efforts to revitalize North Beach by collaborating with the North Beach Committee to develop the North Beach Master Plan's strategy for new business sectors, housing, transportation, parking, parks and open spaces

Nautilus Consultancy

St. Maarten

Managing Director

2010 - 2015

- Led an estimated \$67 million direct annual increase to the local economy by increasing the number of cruise ship calls to Port St. Maarten after hosting the 21st Annual FCCA Cruise Conference & Trade Show with record-breaking attendance
- Served as subject-matter expert and consultant for corporate strategy, branding, logistics, real estate management, contract negotiation and administration services
- Provided strategic advisory services for electoral campaigns; developed communications strategy and innovative, targeted marketing plans, public relations, and product launches

Heineken St. Maarten - International Liquor and Tobacco Trading

St. Maarten

Consultant/Integration Manager

2009 - 2009

- Directed systems integration of Heineken St. Maarten and International Liquor and Tobacco Trading; led logistics of integrating the two companies, including real estate site selection, equipment procurement, process efficiencies, inventory

- management, training and coordination of staff, and other day-to-day operational activities
- Reconceptualized corporate strategy and rebranding efforts; established new company identity and market presence for joint venture between Heineken St. Maarten and International Liquor & Tobacco Trading in duty-free wholesale and retail to reflect the premium customer service and luxury brands
- Developed and launched B2B and B2C integrated marketing and public relations campaign ensuring continuity of premium product/service mix for current and prospective customers

Port St. Maarten - St. Maarten Ports Authority

Deputy Managing Director

St. Maarten

2005 - 2008

- Directed daily operations of one of the top 3 Caribbean ports, the Dr. A.C. Wathey Cruise & Cargo Facilities; optimized collaboration between the Port Authority, government, concessionaires, public and private sector stakeholders
- Increased cruise tourism and cargo throughput ensuring sustainable growth by planning and executing all local and international marketing (including traditional and heritage tourism), strategic communications, public relations and events, coordination and hosting of all conferences and trade shows, including Cruise Shipping Miami, Caribbean Shipping Association's Executives Conference, and the Florida-Caribbean Cruise Association's Cruise Conference & Trade Show
- Spearheaded and implemented the rebranding of the company in line with the multi-annual strategic objectives of the port
- Effectively managed the development, maintenance and exploitation of all ports on the island with all pertaining waters, roads, constructions, buildings, institutions, equipment, aids to navigation, and structures on- and offshore
- Promoted maritime safety and security ensuring compliance with International Maritime Organization (IMO), national and local conventions, laws, rules and regulations

Government of St. Maarten, Bureau of Constitutional Affairs

Policy Advisor

St. Maarten

2001 - 2005

- Researched, drafted and advised government on policies regarding constitutional status change within the Kingdom of the Netherlands, decentralization, and overall restructuring of the government of St. Maarten
- Collaborated in the development and implementation of public information campaigns and community outreach events

EDUCATION & CERTIFICATIONS

California State University, School of Business Management

Master of Business Administration (MBA), Specialization: International Business, Marketing

Carson, CA

May 2006

Columbia University, Graduate School of Arts and Sciences

Master of Arts (MA), Specialization: Political Science, International Relations

New York, NY

May 2001

New York University, College of Arts and Science

Bachelor of Arts (BA) with Honors, Specialization: French Language, Culture and Civilization

New York, NY

Jan 1998

PROFESSIONAL DEVELOPMENT

- Destination Leadership; Destination Information and Research - Destinations International
- Sea Turtle Workshop - Florida Fish and Wildlife Conservation Commission (FWC)
- Port Operation, Safety and Information Technology Seminar - American Association of Port Authorities (AAPA)
- Latin American and Caribbean Executive Conference - American Association of Port Authorities (AAPA)
- Customer Service Excellence Workshop - Florida-Caribbean Cruise Association (FCCA)
- Contemporary Issues in Human Resources Management for High-Performance Workplace Practices

ADDITIONAL EDUCATION

- Pace University: Principles of Economics: Macro; Principles of Economics: Micro
- University of Amsterdam: Introduction to International Relations and International Political Economy; Past, Present and Future of European Integration; Foundations of International Relations
- Harvard University: Quantitative Reasoning; The United States in the 20th Century

LANGUAGES

Fluent in French and Dutch, basic Spanish and Papiamentu