

## G. ANTHONY GATTI

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### QUALIFICATION SUMMARY

Anthony Gatti is an accomplished business manager, consultant, writer, editor and photographer who contributed to the rapid growth of a local foods manufacturer and earlier in his career to the expansion of training programs, travel services, product development and sales across 45 countries for industry leading travel companies such as TrekAmerica, Exodus Travel and Backroads. Anthony's contribution included research, design, development, project management, guide leader, presentations, syllabuses and publications. Anthony has authored numerous publications such as brochures, preparation guidebooks and adventure articles for the novice, experienced travelers as well as athletes requiring sports travel. The dynamics of these services has required Anthony's detailed planning, professionalism, communication, leadership and creative problem solving strengths while allowing him diverse cultural opportunities.

### EMPLOYMENT

#### **Writer and Editor US Virgin Islands (Current)**

Anthony has written print and online travel articles. Currently, he is writing Caribbean travel articles for Madortrips.com. Sample: <http://matadortrips.com/jost-van-dyke-a-chill-caribbean-island-getaway/>.

#### **Owner/Travel Agent, [www.travelwithgatti.com](http://www.travelwithgatti.com) (Current)**

Operates and maintains an internet travel agency offering full travel services worldwide. Anthony's services include group sales and detailed location advice and bookings.

#### **General Manager, Crucian Sauces, LLC, US Virgin Islands**

As General Manager of Crucian Sauces, makers of 100 year-old Miss Anna's Hot Pepper Sauce line, Anthony was responsible for the company's overall financial and business operation including product development, public relations, marketing, employee management, website design, sales, communications, quality control, reporting, production and all day-to-day operations. Under Anthony's management, sales nearly doubled and operating costs were greatly reduced. Furthermore, the flagship product received a first-place in the "Authentic Caribbean" category at the Scovie Awards, the most prestigious hot foods competition in the industry. Under Anthony's leadership, the company has achieved iconic status on St. Croix. [www.missannashotsauce.com](http://www.missannashotsauce.com).

#### **Owner/Travel Agent, [www.travelwithgatti.com](http://www.travelwithgatti.com)**

Operates and maintains an internet travel agency offering full travel services worldwide.

#### **Latin America Product Development Manager, TrekAmerica, Latin America**

**Sole creator, designer, project manager and implementer of TrekAdventures**, a Latin America adventure tour program for TrekAmerica. The creation of TrekAdventures required the development of business plans and foreign relationships to establish local operators as partners with TrekAmerica. Anthony authored itineraries, brochures and detailed dossiers, production and organization of photographic images for multiple tours. The negotiation of net costing and computation of wholesale value was accomplished as well as the management and execution of all peripheral responsibilities that came from the endeavor. Detail tour design required three months of travel in Central and South America conducting research and inspection of equipment, hotels and campgrounds, photography and the building of business partnerships in foreign cultures resulting in

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TrekAmerica's greater destination knowledge. **Implementation of product line resulted in 20 Latin American tours and increased TrekAmerica's catalog by 20%.** Tour descriptions, maps, photos and numerous linked documents of specific tour preparation and location information (Trek Notes) authored by Anthony can be found at [http://www.trekamerica.com/summer/central\\_america.htm](http://www.trekamerica.com/summer/central_america.htm).

### **International Sales Representative, TrekAmerica, UK & Western Europe**

**Anthony increased TrekAmerica's ability to penetrate broader marketable regions** while serving as an international Sales Representative and Trainer. Anthony authored a publication that he presented at more than 200 public speaking engagements regarding North America and the unique nature of the location as a travel product. Led training courses to travel agents to equip them with the appropriate destination knowledge to sell TrekAmerica products. Anthony provided feedback and assistance in general marketing and advertising strategies. Strict management of expenses was required during the assignment.

### **North America Sales Representative, TrekAmerica, North America & Australia**

Anthony marketed and conducted public relations while partnering with dozens of International Student Centers, Student Travel Agency (STA) and Council Travel (now part of STA) across dozens of thousands of miles. The promotional assignment included his creation of a slide presentation and narrative and meeting with Au Pairs and answering questions and sharing with them his experiences as a Trek Leader and traveler. In Australia, Anthony continued to visit STAs as well as more regional travel agencies in the urban centers of the east coast. Assignment included representing TrekAmerica at several trade shows and developing strong business relationships on behalf of Trek America.

### **Trip Leader, Backroads, Italy**

Organize and lead high-end service cycling and multi-sport tours with a cultural emphasis in Italy for groups of up to 26 people. Responsibilities included the planning and direction of tours, customer safety, maintenance and repairs of all equipment and expense management of tour budgets of approximately \$5000 USD a week.

### **Trek Leader, TrekAmerica, Alaska, Canada, United States, Mexico, Guatemala & Belize**

Responsible for operation and maintenance of an extended cab passenger van and associated equipment, coordination of all activities and accommodations, safety and welfare of up to 13 people and account for all budgeted monies required to fulfill trip requirements.

### **Internship, Aventuras en Educación, S. A., Panajachel, Guatemala**

Conducted a market analysis and survey of eco-tourism in the Lake Atitlán region of Guatemala and applied its results to a new marketing strategy for Aventuras en Educación. Managed and executed the day-to-day operations of said company.

### **Light Infantryman, U. S. Army, Alaska & Japan**

Trained in all facets of arctic warfare. Served as a leader of two weaponry teams, made minor repairs on small arms, acted as a radio-telephone operator and as an aide to a Colonel. In regards to the latter: duties included secretarial work and travel coordination, as well as various field duties. Awarded various medals, including Expert Infantryman's Badge. Honorable Discharge.

<b>Education</b>	<b>Bachelor of Arts cum laude</b> , University of Arizona, majoring in <b>Latin American Studies</b> with a Minor in <b>Creative Writing</b> University of Costa Rica, San José, Costa Rica
<b>Citizenship</b>	United States of America
<b>Total Experience</b>	17 years
<b>Writing for Public</b>	8 years

**G. ANTHONY GATTI**

<b>Travel Industry Experience</b>	<b>11 years</b>
<b>Languages</b>	<b>Fluent in English, Conversational in Spanish and Minimal Conversant in Italian</b>
<b>Certifications</b>	<b>PADI: Rescue Diver</b>