



**James P. Evans**  
**CEO**  
***Corporation for Travel Promotion***

James P. (Jim) Evans, Chief Executive Officer of the Corporation for Travel Promotion, is an acknowledged industry leader in global hospitality with 30 years of experience in domestic and international sales and marketing, management and operations. The former CEO of Jenny Craig and Best Western International, Mr. Evans is widely recognized for his ability to build and lead dynamic teams, develop clear direction, achieve measurable goals and create deep value for his organization.

As president and CEO of Best Western International (BWI), Mr. Evans and his team revived the brand and its market position, recruited one of the best-recognized management teams in the industry, created greater unity among members worldwide and set a clear direction for the future. At the time of Mr. Evans' arrival, BWI suffered from a lack of definitive operating standards and consistency in its worldwide marketing message. Within two years of his arrival, he and his team created the highly successful advertising campaign, "The World's Largest," and instituted new marketing and branding standards on a worldwide basis, significantly expanding brand recognition and improving sales results.

During his career with Hyatt Hotels and Resorts, Mr. Evans held several executive positions including Senior Vice President of Operations and Senior Vice President of Sales and Marketing. In his sales and marketing tenure, he initiated an aggressive international marketing effort, adding sales offices in London, Tokyo and Munich. He developed a new international marketing plan directed towards Europe, Asia, Australia and South America. By Mr. Evans' departure from Hyatt in 1996, the company's level of inbound business had grown from just 8 percent of total room revenue – or approximately \$50 million – to 20 percent, representing approximately \$160 million in room revenue.

While serving as CEO for Jenny Craig International, Mr. Evans built a leadership team that took the company to unprecedented growth, increasing annual revenues from \$120 million to \$500 million and improving all key metrics. Major achievements included the establishment of a new customer rewards program (Jenny Rewards), the promotion of a home delivery service (Jenny Direct) and hiring spokesperson Kirstie Alley.

Most recently, Mr. Evans established Ardent Hotel Advisors (AHA) in 2006, where he served as CEO and Co-Founder. Operating as a resort and hotel management company, AHA was created to provide the best-in-class hotel management services to institutional and private owners. At AHA, Mr. Evans and his team reengineered a select group of hotels from positions of critical weakness to significant improvement. Increased sales and RevPAR growth and demonstrably higher revenues were a direct result of Mr. Evans' distinctive, results-centered management approach that emphasizes the promise of the brand, clear understanding of the market, creative thinking and planning, and aggressive goals.