

Jitan A. Kuverji, CHA

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COMMUNITY INVOLVEMENT:

Jitan Kuverji has worked with the City of Jacksonville, Jacksonville Sheriff's Office, Visit Jacksonville, and Florida Restaurant & Lodging Association to create a program which enables all hotels in the market to share real time data via social media platform pertaining to possible safety risk for the hospitality industry in Jacksonville, FL. This program is designed to help keep property guests, employees, and the property safe.

TIPSA (Tourism Industry & Public Safety Alliance) was implemented in early 2020 after three years of research and development by Jitan Kuverji. The program uses WhatsApp, as a media platform to share information pertaining to the safety of hotels and their guests staying in Jacksonville, FL which started with oversight of Zone 3 Commander Officer Paul Restivo. As the Zone Commanders change, Jitan has continued to keep up to date with the changes.

To date the program has grown to 70 plus hotel owners and general managers participating in the program, which represents 40 plus hotels in Jacksonville, FL. The program has continued to evolve and grow with the support of JSO and FRLA.

Jitan has a passion to see the City of Jacksonville, FL grow. He also understands with growth there are struggles. He is dedicated to utilizing his life experiences and vast network to do everything he can to improve the quality of life for residents and prosperity of business in our great city.

EXPERIENCE:

2021 – Present Florida Restaurant & Lodging Association Board of Directors

- Chair of Tourism Industry & Public Safety Alliance (TIPSA)

2021 – Present Comfort Inn & Suites Orange Park/Jacksonville, FL, (located in Duval County)
8001 Parramore Road, Jacksonville, FL, 32244

Owner/Operator of 86-guest room property

- Manage a staff of 12+ employees

2006 – Present Comfort Suites Baymeadows Jacksonville, FL
8277 Western Way Cir, Jacksonville, FL 32256

Owner/Operator of 115-guest room property

- Manage a staff of 18+ employees
- Manage all operation of the hotel, accounting, and payroll responsibilities
- Conduct sales call and visit local companies to attract business
- Hotel ranks in top 10 on TripAdvisor of 146 hotels in Jacksonville, FL

2005 – 2007 US Franchise Systems, Inc. San Jose, CA/Atlanta, GA / Jacksonville, FL

Franchise Sales Director of Arizona, New Mexico, and Northern Florida

Project Manager Development of Corporate Strategy

- **Team ranked #1** in company franchise sales for the second consecutive year.
- Created and implemented an internet marketing campaign which generates over 3,000 leads for the entire sales force, **300% more leads than the previous year**
- Exhibited the company's franchises at national trade shows, attended trade shows to review competitors' franchises, and found new development opportunities in the West Coast territory.
- **Achieved 20 deals, team quota**, by training thirteen sales directors about the new sales lead program and managing the program via the internet.
- Increased Arizona and New Mexico territory franchise sales by 200% from previous year.

2004 - 2005 US Franchise Systems, Inc. Atlanta, GA

Franchise Sales Associate

- **Team ranked #1** in company franchise sales.
- Cold calling, follow up on trade show leads, contact hotel/motel owners and Economic Development Departments of target markets.
- Utilized “out-of-the-box thinking” to create new marketing programs to help generate leads for the entire sales division.
- **Promoted to Franchise Sales Director** within one year as Sales Associate.

1998 - 2000 Horizon Inn San Jose, CA

General Manager

- **Increased occupancy by 35%** with effective advertising, implemented VIP rates for returning customers, and made personal sales calls to surrounding businesses.
- Performed clerical tasks in the daily operations management of the hotel.
- Managed a staff of 6+ people.

1998 - 2000 Plaza Hotel San Jose, CA

General Manager

- Managed a staff of 5+ people.
- Addressed all customer questions and concerns.
- **Increased occupancy by 25%** by meeting with local charity foundations, public service departments, and social service departments.
- Managed room contracts.
- Answered telephones, submitted daily deposits, supervised housekeeping, and maintained a high-quality establishment.

EDUCATION:

California State Polytechnic University, Pomona

Bachelor of Arts in Business Administration, Management and Human Resources; emphasis in Entrepreneurship.

American Hotel & Lodging Educational Institute

Certified Hotel Administrator (CHA)

