

SHELLEY MACCINI

EDUCATION

University of Central Florida, Orlando, FL

PhD, Texts and Technology

Planned Dissertation: An Ethical Framework for the Use of Gamification Tools in Marketing Context

Committee Chair: Dr. Jonathan Beever

2025 (anticipated)

University of Central Florida, Orlando, FL

Masters of Business Administration

1998

George Washington University, Washington, DC

Juris Doctor

1995

University of New Hampshire, Durham, NH

Bachelor of Science, Hotel Administration

1990

TEACHING EXPERIENCE

University of Central Florida

Instructor – Integrated Business

2017-present

Courses Taught:

Data Driven Decision Making, as course lead

Business Climate Analysis

Committee Assignments:

University Undergraduate Course Review Committee (UCRC), Beginning Fall 2022

University Undergraduate Policy and Curriculum Committee (UPCC), Fall 2019 to Spring 2022

Faculty Search Committee for Business Research for Decision Makers, Chair 2019/2020

Big Data Blue Ribbon Panel, 2018/2019

College Undergraduate Program Review Committee (UPRC), Fill in during Fall 2018

Faculty Search Committee for Data Driven Decision Making, Chair 2017/2018

University of Central Florida

Adjunct Lecturer – Integrated Marketing Communications

2001

Southern College

Adjunct Instructor – Marketing

2000

Adjunct Instructor – Spreadsheets

2000

ACADEMIC RESEARCH IN PROGRESS

Information Ethics as Business Ethics – Can We Disregard Profit?
 Contrasting Views of Hypocrisy in Business vs. Public Office

ACADEMIC PRESENTATIONS

Developing the Research Skills of Business Undergraduates in a Practitioner-Oriented Curriculum
 2017 Florida Statewide Symposium: Best Practices in Undergraduate Research
 Co-presenter, October 28, 2017

SIGNIFICANT PROFESSIONAL RESEARCH PROJECTS

Brand Strategies
 Evolution of Vacation Planning and the Role of Interactive Channels
 Perceptions and Future Expectations of the Different Generations toward the Appeal of the
 Disney Brand
 Return on Investment and Marketing Performance Measurement
 Visitor Profiles, Segmentation, and Spending
 Advertising Awareness
 Major League Baseball Spring Training Profile

SIGNIFICANT PROFESSIONAL PRESENTATIONS

Central Florida Hotel & Lodging Association
 Central Florida HSMAI
 SKAL
 Central Florida Vacation Rental Managers Association
 Southeast Tourism Society

PROFESSIONAL EXPERIENCE

Destination Strategy Partners

President 2015 – 2017

Hilton Worldwide/Crestline Hotels and Resorts

Area Director of Sales and Marketing 2013 – 2015

Experience Kissimmee/Kissimmee Convention & Visitors Bureau

Executive Director 2011 – 2013

Strategic Research and Marketing Manager 2007 – 2011

Research Manager 2003 – 2007

Research Analyst 1998 – 2003

Shades of Green Resort

Statistical Control Analyst

1996 – 1998

PROFESSIONAL CERTIFICATION

Admitted, The Florida Bar

1996

SIGNIFICANT PROFESSIONAL MEMBERSHIPS AND COMMUNITY INVOLVEMENT

Leadership Orange 2016/2017 Cohort

Past Junior Achievement Volunteer Classroom Instructor

Past Ex-Officio Board Member of Kissimmee/Osceola Chamber of Commerce and ORAC

Past Ex-Officio Board Member of Central Florida Hotel & Lodging Association (CFHLA)

Past Member of Visit Florida Promotions Committee

Past Member of Visit Orlando Research Committee

Past Member of Travel & Tourism Research Association (TTRA)