



HARVARD UNIVERSITY - A.B. PSYCHOLOGY, CUM LAUDE | ENGLISH & SPANISH | U.S. - CARIBBEAN - MEXICO - SOUTH AMERICA

Executive Summary

Commercial operator with more than 25 years across hospitality, resort, residential real estate, and growth-stage businesses. Experience spans sales, marketing, business development, team leadership, program creation, partnerships, and day-to-day operations.

Works at both levels the role requires: setting direction with owners and senior leadership, then staying close enough to teams, partners, and customers to turn that direction into disciplined execution.

Executive Range

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|---|---|
| 01 Commercial Strategy & Market Positioning
Clarify the offer, priorities, buyer proposition, and path to market. | 05 Program Creation, Launch & Growth
Take an initiative from a blank page to sustained execution. |
| 02 Organizational Leadership & Team Development
Recruit, coach, align, and hold teams to clear standards. | 06 Executive Communication & Decision Support
Translate market and operating facts into priorities and decisions. |
| 03 Sales & Marketing Operations
Turn strategy into process, cadence, reporting, and follow-through. | 07 Customer & Stakeholder Leadership
Lead high-trust conversations across buyers, advisors, and partners. |
| 04 Business Development & Partnerships
Build broker, referral, hospitality, and channel relationships. | 08 Technology-Enabled Operations
Use CRM, visibility, and practical automation to strengthen execution. |

Selected Leadership

HEAD OF SALES

Caribe Seaside | Orange Beach, Alabama | 2025 - Present

Commercial leadership for a 115-residence Gulf-front development: market position, buyer journey, Realtor relationships, sales materials, team support, and ownership visibility.

SALES & MARKETING PROJECT DIRECTOR

Grande Bay Residence Club | Saint John, USVI | 2011 - 2025

Built the developer's program and organization from the ground up - product structure, pricing, financing, team recruitment, marketing, and operations - and carried it through sell-out.

FOUNDER & PROJECT DIRECTOR

Offsite Marketing Solutions | Multi-market | 2017 - 2021

Built and scaled a multi-channel consumer-acquisition business spanning retail locations, field teams, call centers, trade shows, and events for established resort brands.

Selected Experience

Sales & Marketing Consulting

2010 - Present

AndrewJames, LLC

Consulting vehicle behind the project work below: commercial strategy, sales and marketing operations, team leadership, and systems implementation.

Head of Sales

2025 - Present

Caribe Seaside

Leads the commercial program for a 115-residence Gulf-front tower priced from \$2M to \$3.7M, including positioning, buyer journey, Realtor network, events, materials, and qualified movement toward contract.

Project Director

2025

Carpe Viam Destinations | New Orleans

Built a ground-up vacation-ownership operation: membership structure, pricing, financing, retail locations, virtual team, presentation, CRM, payments, and telephony.

Sales & Marketing Project Director

2011 - 2025

Grande Bay Residence Club

Built the developer's vacation-ownership program - usage, dues, financing, pricing, sales organization, marketing, and operating systems - and carried the project through sell-out on budget and ahead of schedule.

Founder & Project Director

2017 - 2021

Offsite Marketing Solutions

Built and ran retail, call-center, trade-show, event, and outside-marketing channels serving Westgate, Bluegreen, Wyndham, and Capital Resorts.

Luxury Real Estate Sales

2007 - 2010

Caribbean resort and residential projects

Handled whole-ownership residences from \$1.2M to \$44M at Ritz-Carlton Grand Cayman; served as Director of Sales for Folio Collection / Pond Bay; sold at The Preserve at Botany Bay. Earlier work included Marriott, Westin, Timbers Resorts, and Ile de France, St. Barts.

EXPANDED PROJECT EVIDENCE AND REFERENCES

meetjohnalvarado.com

Leadership Fit

Build

Create the commercial program, operating approach, and team for a new business or development.

Strengthen

Bring clearer priorities, channels, cadence, and accountability to an established organization.

Lead

Align ownership, senior leadership, marketing, sales, partners, and customer-facing teams.

Modernize

Improve visibility and follow-through with practical technology and disciplined process.

Education & Markets

Harvard University

A.B. Psychology, cum laude

Languages

English and Spanish

Markets

United States, Caribbean, Mexico, and South America

Additional Experience

StaffedAgents

Managed digital workforce, practical AI agents, workflow automation, and process design.

Hospitality & Real Estate

Dog House Pub: USVI restaurant ownership and operations. JPD Investments: multifamily review, leasing, and residential assets.

Public Adjusting

Quest Public Insurance Adjusters: property-loss scoping, estimating, and insurer negotiation.

Technology & Infrastructure

CRM, telephony, payments, lead routing, reporting, follow-up systems, and bitcoin-mining infrastructure.