



John Alvarado

Founder, Operator & Sales Leader

(843) 503-0665

johnalvarado1@gmail.com

johnalvarado1.com

linkedin.com/in/johnalvarado1

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

Executive summary

I help owners implement AI through StaffedAgents.com, connecting company knowledge, sales, marketing and operations. I bring 25+ years of founding businesses, organizing companies, building teams and driving growth, including luxury real estate sales, high-net-worth buyer relationships, negotiations and sales leadership.

That experience grounds AI in how businesses operate and customers decide: knowing what to ask, which context matters, how to evaluate results and where human judgment is essential. I combine hands-on AI implementation with an owner's perspective to establish businesses and help companies grow.

Executive range

01 Commercial Strategy & Market Positioning

Clarify the offer, priorities, buyer proposition and path to market.

02 Organizational Leadership & Team Development

Recruit, coach, align, and hold teams to clear standards.

03 Sales & Marketing Operations

Turn strategy into process, cadence, reporting and follow-through.

04 Business Development & Partnerships

Build broker, referral, hospitality, and channel relationships.

05 Program Creation, Launch & Growth

Take an initiative from a blank page to sustained execution.

06 AI Implementation & Managed Automation

Systems that carry lead response, follow-up, booking and reporting.

07 Customer & Stakeholder Leadership

High-trust conversations with buyers, advisors, partners, policyholders.

08 Claims, Property & Hospitality Operations

Guide the operations of a claim, rental asset or hospitality business.

Current leadership

FOUNDER & AI IMPLEMENTATION PARTNER

StaffedAgents.com | Florida | 2023 - Present

AI implementation and operating support: lead generation, management and conversion; sales and marketing; connected records; and practical workflows that improve operations.

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.

PRIMARY ADJUSTER

Quest Public Insurance Adjusters, LLC | Florida licensed

Began public adjusting after experiencing Irma and its claims process, returning to the mainland U.S. to help other owners navigate losses and recovery.

PARTNER

Restaurants & bars | U.S. Virgin Islands | Established 2010

Four restaurants and bars grew from 2010, including Umami Bar & Sushi and Drink. Irma left one pub. Provides oversight; Pedro leads daily operations.

Selected experience

AI IMPLEMENTATION

Founder & AI Implementation Partner 2023 - Present
StaffedAgents.com | Palm Beach Gardens, Florida
Process design, CRM implementation, research and automation for business owners. Lead generation, management and conversion, reporting and ongoing operations support.

SALES AND MARKETING

Head of Sales 2025 - Present
Caribe Seaside | Orange Beach, Alabama | via AndrewJames, LLC
Commercial program for a 115-residence Gulf-front tower, \$2M to \$3.7M: positioning, buyer journey, Realtor network, movement to contract.

Founder & Project Director 2017 - 2021
Offsite Marketing Solutions | Myrtle Beach, South Carolina
Retail, call-center, trade-show and event channels for Westgate, Bluegreen, Wyndham and Capital Resorts.

Luxury Real Estate Sales 2007 - 2010
Ritz-Carlton Grand Cayman · Folio Collection / Pond Bay · The Preserve at Botany Bay
Whole-ownership residences from \$1.2M to \$44M; Director of Sales at Pond Bay.
Earlier: Marriott, Westin, Timbers Resorts, Ile de France, St. Barts.

PROJECT DIRECTOR

Sales & Marketing Project Director 2011 - 2025
Grande Bay Residence Club | Saint John, USVI
Built the developer's vacation-ownership program from the ground up, usage, dues, financing, pricing, sales organization, and carried it through sell-out on budget and ahead of schedule.

Project Director 2025
Carpe Viam Destinations | New Orleans
Launched a vacation-ownership operation: membership structure, pricing, financing, retail locations, team, CRM, payments, telephony. Consultant since.

REAL ESTATE INVESTMENT

Owner-Investor 2018 - 2022
Multifamily and rentals, Myrtle Beach | JPD Investments
Bought and managed rental property directly; consulted on 10-to-100-key multifamily for a small investor group: acquire, refurbish, lease up, sell or hold.

HOSPITALITY PARTNERSHIP

Partner 2010 - Present
The Dog House Pub | Havensight, St. Thomas, USVI
Four restaurants and bars, including Umami Bar & Sushi and Drink; Irma left one pub. Oversees the business while Pedro leads daily operations.

PUBLIC ADJUSTING

Primary Adjuster Current
Quest Public Insurance Adjusters, LLC | Florida licensed, virtual multi-state
Policyholder side only: scope, estimate, document and negotiate the claim; reopen denied and underpaid claims; catastrophe travel.

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

Put practical AI and disciplined process behind visibility, response and follow-through.

Education & markets

Harvard University

A.B. Psychology, cum laude · John Harvard Scholarship Award

Languages

English and Spanish; working French

Markets

United States, Caribbean, Mexico, and South America

Based

Palm Beach Gardens, Florida; travels to the property or the client

Additional experience

Interval International

Resorts he has run have been carried to Interval's Elite and Premier designations.

Interests

Luxury travel innovation, cryptocurrency, artificial intelligence, lifestyle hospitality concepts.

References

"I competed against John before I ever did business with him, and that is the best recommendation I can give him. When my partner and I decided to sell our marketing company in 2018, John was the buyer we wanted – he understood the tour economics better than anyone else at the table. Then he did the thing we had not: he scaled it. He rebuilt the tour engine, raised the volume, and drove VPG well past where we had ever run it, across retail, call center, and event channels at once. We have partnered on real estate since. I have never once had to check his work."

Steven Matuszak
Investor · Majority Partner

"John is a sales leader first. He builds the program, then he builds the team that runs it. At Carpe Viam he took a vacation-ownership concept and turned it into an operating sales business – the retail locations, the recruited and trained floor, the presentation, and the collateral the team could actually carry into a room. He knows how to recruit closers, hold a floor to a standard, and get production out of people other operators would have given up on. When I need someone who can take a developer's vision and convert it into signed contracts, John is the first call I make."

Michael Heller
EVP, Sales, Marketing & Operations

"We brought John in to build a pre-construction sales program from the ground up and he delivered the whole thing – the buyer journey, the collateral, the Realtor referral network, and the closers to work it. He is the rare sales leader who can architect the system and then perform inside it, and the work has been first-rate every single time. He raises the standard of everyone around him."

Ryan Enk
Investor, Servio Capital

"I have worked with John for more than a decade across Interval's Caribbean and Southeast U.S. region. He has a strong, proven track record with Interval and in our industry. What separates him is that he builds the sales and marketing program rather than simply working inside one – he understands the exchange side, the tour flow, and what actually has to happen on a sales floor for a resort to hit its numbers. He is who I introduce to a developer who needs the program built and the team led."

Neil Kolton
AVP, Interval International

"John built our vacation-ownership program from a blank page – the usage plan, the dues structure, the financing, the pricing – and then recruited, trained and led the sales and marketing teams that sold it out, on budget and ahead of schedule. I have run resorts for a long time and I have met very few people who can do both halves of that job. Most can design a program or run a floor; John does both, and the floor performs because he sets a standard and works inside it himself."

Paul Helson
Managing Director, Grande Bay

"I first worked with John at Grande Bay, and we have been in business together for more than twelve years since. He ran the sales and marketing side there, and what struck me then is what has held true ever since: he builds the thing properly the first time and he finishes it. He is the partner I have trusted with money, with build-outs, and with decisions I could not be there to make myself. Twelve years is a longer track record than most references can offer, and I would give it again tomorrow."

Dawn Leroux
Director of Operations, Wharfside Village Hotel