

## GREG A GIBSON

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### PROFESSIONAL PROFILE

Creative problem-solver with grounded expertise in business development, marketing and promotions. “Producer” of products, programs, environments and events for Fortune 500 as well as start-up organizations. Ability to deliver innovative, strategic solutions with positive outcomes resulting in greater customer loyalty, increased retention, improved efficiencies, revenue growth and ROI. Rich mix of sound business practices and creative abilities. Demonstrated leadership competencies in:

- Project Management & Development
  - Performing Arts Management
  - Creative Problem Solving
  - Product, Interior & Architectural Design
  - Business Development
  - Start-up product and business launch
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### EXPERIENCE

**Executive Director, Henderson Area Arts Alliance**  
*Community Arts Organization*

**January 2014 – September 2016**

Responsibilities include programming, promoting and presenting visual and performing arts events at Henderson Fine Arts Center through a year round schedule that includes 12-15 community arts events. Developing corporate partnerships and strategic stakeholder relationships within the community through year round fundraising efforts. Increased individual, business and corporate giving 50%. Expanded arts educational outreach 40% in each of the dozen K-12 schools in the Henderson district during the past year. Managed the day-to-day operations of the organization and reporting to the board of directors.

**Program Director, BIG BROTHERS BIG SISTERS of Henderson County**  
*Nations largest and oldest youth mentoring organization*

**May, 2010 – April, 2012**

Successfully launched and managed a new satellite office in Henderson County. Recruited three full and part-time administrative volunteers to support the agencies needs. Developed marketing materials and community relationships to support growing the new community 501(c) 3. Increased brand awareness and volunteer/mentor recruitment. Leveraged business relationships within the tri-state area to maximize contributions as well as volunteer/client matches. Reported directly to BBBS Executive Director of the Ohio Valley.

- **Increased brand awareness within the community resulting in \$120,000 in contributions**, through community engagement and program campaigns.
- **Oversaw and managed successful launch of new satellite office** quantifiable community relationships and loyalty metric of the brand increased as a result.
- **Matched 30 New Big & Little life changing relationships**; Provided the necessary direction, background checks and interviews in order to successfully execute community and school matches. Developed a positive working relationship with Henderson County Schools in order to successfully serve their students.
- **Produced Henderson’s first Bowl for Kids’ Sake Fundraiser Event**; Engaged over 800 bowlers in an 8-hour time period and successfully raised \$80,000 through a one-day inaugural event.

**Gibson Entertainment Design Associates**

**1996 – 2013**

Implement and oversee development of a variety of leisure entertainment, family and pediatric environments-concept through completion. Experience has included project management of \$3+million budgets for healthcare, recreation and

resort development projects. Focus on delivering ‘best in class’ solutions for clients to increase ROI. Led strategic planning groups that evaluated business opportunities (integrated partnerships, new product development, brand extensions) while incorporating and delivering award winning design excellence.

- **Center for Children, St. Mary’s Medical Center** 7,500 s.f. concept through design development and implementation for a themed pediatric healthcare center in Evansville, IN. Delivered completed project at \$52 s.f. installed and the client saw a 215% increase in billable service revenue within 14-months.
- **Grant Writer, Art Instructor & Summer Program Advisor, Housing Authority of Henderson** Successfully drafted and secured over \$30,000 in funding from family foundations and other philanthropic agencies serving children and family programming. For more than 5 years worked as a creative art instructor, summer camp advisor and executed multiple positive, self-awareness programs for fourth and fifth grade students. All programming was tailored for at-risk, low-income children and focused on increasing positive behavior and improved self-image.
- **Design Director, Castle of Miracles, Give Kids the World Resort, Kissimmee, FL** 3,000 s.f., \$3.5 million playhouse for terminally-ill children. Secured over \$1.5 million of in-kind specialty handcrafted products and services through international business partnerships in the theme park industry. Led and organized a design team of ten show, scenic, and special effect designers/engineers to provide a one-of-a-kind Disney quality attraction.

**Partial Listing of Clients:** Arnold Palmer Hospital, Howard Phillips Center for Children, Legoland, Walt Disney Company, Disney Channel, Roberto Clemente Sports City, Universal Studios, Paramount Parks, Vekoma International, American Airlines, World Cup Soccer-FIFA, Orlando Regional Healthcare System.

**Director of Business Development, Senior Project Designer-ITEC Productions Orlando, FL (1989 – 1996)**  
Hired by President and CEO (after working together at Walt Disney World Imagineering) to develop international business, for this new start-up design and technology services’ company. Responsibilities included; business development, project management, client relations and managing budgets for large international projects. With offices in Tokyo and Amsterdam and clients in six countries, a good understanding of social/business cultural expectations was paramount. Built billing revenues from services and products to more than \$8 million in 1996.

**Project Designer, The McBride Group, Coconut Grove, FL (1986-1988)**

**Designer/Student Intern, Walt Disney Imagineering, Orlando, FL (1984)**

**Designer/Student Intern, Macy’s Parade Studio, Hoboken, NJ (1983)**

### EDUCATION

**College of Design, Architecture, Art & Planning-University of Cincinnati**  
Bachelor of Science-Industrial Design, with University Honors, 1985

**College of Business-University of Cincinnati**  
Certificate in Business Administration, 1985

### AWARDS, COMMUNITY SERVICE & INTERESTS

1999 **40 Young Professionals under 40 to Watch**, Orlando Business Journal

2000 **Golden Brick Award, Howard Phillips Center for Children**, Downtown Orlando Partnership

2010-present **Trustee & Deacon chairperson, Community Baptist Church**, Henderson, KY

2012 **My Giraffe Hero-Sticking Your Neck Out for Children**, Collaborative Partners Advisory Council

2012-present **Henderson County Family YMCA**, Board of Directors

2013 **Sandy Lee Songfest 2013**, Event Coordinator

2013 **Henderson Leadership Initiative**, Class of 2013

2014 **Rotary Club of Henderson**

2014 **River City Renaissance** Advisory Board

2014-15 **Downtown Henderson Partnership** Board of Directors

We make a living by what we get, we make a life by what we give.

-Sir Winston Churchill