

William (Bill) John Lilley
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Experience

Current

April 2010 -

General Manager CityView Trolley Tours of Key West

Part of the original CityView management team that saw the development of a raw idea grow into reality due to team effort. The extremely rapid delivery of major long term contracts including cruise lines into the CityView Key West income statement has ensured a day to day cash flow that has enabled the company to rise to the forefront of trolley operations in Key West. Cruise lines that are currently actively selling the company's tours include, Carnival Cruise Lines, Royal Caribbean Cruise Lines, Celebrity Cruises, Azamara, Silversea Cruises, Holland America, Seabourn.

Completing this task with a significantly smaller fleet than the competition meant delivering value for money to all our guests. This included offering a unique product. Developed and maintained day to day working relationship with all local branches of Government.

April 2007 - August 2010

GO GPS TOURS LLC, Key West

Chief Operating Officer

Developed and managed a new concept for tours in Key West. The business was wound up post the BP oil spill.

March 2006 – April 2007

Fury Water Adventures, Key West

Director Cruise Ship Operations

Directed and managed all day to day operations and long term relationship with cruise lines and Fury Water Adventures. Successfully negotiated and implemented the first parasailing tour operating in the USA by Carnival Cruise Lines. Developed and delivered new on board media to increase sales.

2001 – February 2006

Historic Tours of America, Inc. Key West

Director of Cruise Ship Sales

Directed and managed all aspects of shore excursion tours for the company with cruise lines calling in Key West, San Diego, Boston and Savannah.

Negotiated prices, contracts and agreements with the cruise lines. Prepared and controlled all tour allocations. Developed new and dynamic point of purchase displays. Expanded the tour program from a single city tour to a menu of twelve different tours over a period of three years.

Cruise line partners include Costa Cruises, MSC, Regent Seven Seas Cruises, Crystal Cruise Lines, Silver Sea, P&O Cruises (UK), Saga, Swan Hellenic, Norwegian Cruise Lines, Carnival Cruise Lines, Royal Caribbean, and Celebrity. Supervised all aspects of the relationship.

Increased the revenues from a single source into a multilevel, multifaceted income stream. This was achieved by implementing a range of innovative products and services. During this period sales grew by over twenty percent prior to the impact of the hurricanes in 2004 and 2005.

1996 – 2001

Operations Manager, Conch Tour Train / Old Town Trolley

Historic Tours of America, Inc. Key West

1992 – 1996

Owner Operator

Windsor House Guest House, Key West

Owned and operated a twenty-room, one hundred year old guesthouse in Key West. Renovated and improved the property and business while increasing turnover to almost three times the previous levels.

1986 – 1992

Director, International Capital Markets / Barclays Swaps and Options.

Senior Vice President and Director

Country Sales Manager

Barclays Bank PLC

Barclays de Zoete Wedd, New York (Barclays Capital)

Country Manager, Canada, for all off balance sheet products for Barclays Bank PLC and its subsidiaries.

Negotiated and executed the swap agreement between the Bank of Canada and Barclays Bank.

Executed a series of interest and currency swaps between Export Development Corporation, a Canadian Crown Corporation, and Barclays Bank PLC. Appointed “Sterling Advisor” to the Provincial Government of Ontario for all Sterling bond issues and related interest swaps.

Manager, Interest Rate and Currency Swaps, Toronto

Barclays Bank of Canada

Implemented a comprehensive and broad based swaps programme for Barclays Bank of Canada and its branch network.

1982 - 1986

Senior Trader, Tullett and Riley, Toronto Traded US Dollar and Currency Deposits

1977 - 1982 Trader, Frazer May International, New York Traded US Dollar Deposits

1975 - 1977 Pace University BBA

1969 -1975 Hong Kong and Shanghai Banking Corporation, London. (HSBC)

Education and Personal

Board of Directors, Key West Attractions Association 2009- 2010; 2010 – 2011

Key West Ambassador Programme – 16th Group

City of Key West Charter and re-districting Committee 2011- 2012

Key West Chamber of Commerce Tourism Committee 2011 - current

1975 1977 BBA (Finance), Pace University, Pleasantville, New York

1964 1969 Loretto School, Edinburgh, Scotland.

Full Name: William John Lilley

US Status Green Card