



BIO DATA
Gerald S.A. Perez
General Manager



Gerald S.A. Perez was appointed General Manager of the Guam Visitors Bureau at a special board meeting on April 21, 2005 and officially took office on June 1st, 2005. As general manager, Mr. Perez is responsible for overseeing the Bureau's daily operations, and supervising thirty employees within various departments. Mr. Perez's responsibilities include jurisdiction over the operational and marketing efforts of the Bureau's Branch Office in Tokyo, Japan, information desk in Osaka, and marketing representative offices in North America, Korea, Taiwan, Hong Kong and the Philippines.

Perez brings to the bureau expertise garnered from 25 years experience with the tourism industry and a distinguished background in government and business leadership. He served in various Government of Guam agencies as Deputy Director of the Department of Agriculture, Director of the Department of Land Management, and Director of the Bureau of Budget and Management Research. Perez was once Chairman of the KGTF Board of Trustees and Executive Director of the Guam Chamber of Commerce. His private sector employment includes his role as General Manager of Nanbo Insurance and most recently as President of DFS Guam.

Perez has extensive involvement in the travel industry having served in various capacities including Guam Visitors Bureau Board, Chairman of the Japan Marketing Committee, Chairman of the Tourist Attraction Fund, Vice-Chairman of the PATA Micronesia Chapter, Micronesian Regional Tourism Council Chairman, SKAL International President and Councilor of Asia, and Guam Tourism Foundation member. He is the recipient of the Golden Latte award for his efforts associated with Japan marketing initiatives, Tumon Bay beautification and creation of major attractions. Perez has recently accepted to serve on the Pacific Asia Travel Association Board of Directors effective April 2006.

Following his 24 year career in the travel retail business at DFS, Perez did private consulting work developing Kosrae State's Tourism Operational Master Plan (2004) in the FSM, Starwood Hotels Sheraton Phoenix Seagaia Resort project in Miyazaki, Japan (2002), and a destination retail positioning study for SM Department store and SM Prime Holdings, Manila (2005).

Prior to his appointment at the Guam Visitors Bureau, Perez was administrator of the Guam Economic Development and Commerce Authority, and authored the 10-Point Economic Stabilization Plan for newly elected Governor Felix P. Camacho in 2003.

Perez has obtained both a bachelors and masters degree from the University of Idaho and has authored technical publications and other papers of over 30 titles related to biological sciences, economic development, cultural issues and tourism. He is married to Karri Trahin and between them have six children.

