

# Executive Biographies



## **Chuck Brown, Chief Executive Officer:**

Chuck Brown is a hospitality professional with over 22 years of experience with the Westin brand at Starwood Hotels & Resorts including responsibility for global brand definition, property compliance and portfolio management. Most recently, for nearly a decade, he was responsible for the global consistency of Westin Hotels & Resorts; including signature products and programs such as the Heavenly Bed®, Heavenly Bath® and Westin Workout®. During Chuck’s tenure, Westin enhanced its brand positioning and sharpened its focus on creating emotional connections with its guests with the goal of inspiring “loyalty beyond reason”. Westin dramatically increased its market share and brand footprint with quality growth. His expertise includes: hotel operations, branding, compliance, guest satisfaction, profitability, hotel development, openings and brand conversions. Mr. Brown is also principal and partner of LPF Hospitality Performance. To learn more about Mr. Brown please visit: [www.aviusamerica.com](http://www.aviusamerica.com) or call 406-250-7505.



## **Lance Paul Fisher, Chief Marketing Officer:**

Lance Paul Fisher is a leading executive in the hospitality industry with a successful record utilizing effective communication strategies and educational resources that drive positive customer perceptions and employee engagement. His efforts have resulted in increased internal and external loyalty, increased revenue and maximized profit. His experience at Marriott, Interstate, Extended Stay Hotels and Starwood, including the positions of general manager, corporate support services and various executive roles, has proven valuable in the development of LPF Hospitality Performance. Mr. Fisher is also founder and partner of LPF Hospitality Performance, LLC. To learn more about Mr. Fisher please visit: [www.aviusamerica.com](http://www.aviusamerica.com) or call: 562-419-4353.



**William Story, Chief Operating Officer:**

William started his career as a commercial flight instructor in Dallas, Texas before returning back to the UK to assist his brother Ben Story in establishing Avius Experience Ltd. in 2006. William is responsible for the final sales process, deployments and ongoing customer relations. He also manages the customer comments on the survey solution. William is key to Avius Experience Ltd. for future business growth, and has been instrumental in the development and launch of Avius America, LLC. To learn more about Mr Story please visit: [www.aviusamerica.com](http://www.aviusamerica.com) or call: 01202 559933.



**Ben Story, Chief Technology Officer:**

Ben established Avius Experience in 2006 and worked with fellow University graduates to invent, develop, deploy and sell Text-Q; a cell phone based queue line reservation solution using SMS messaging. Avius Insight, an electronic customer survey solution, was then developed and deployed to the Merlin Entertainments Group and is being introduced to new clientele globally. Ben is responsible for key clients and continues to offer consultation to enhance both the functionality of the kiosks and he looks forward to further solutions and developments in the future. To learn more about Mr. Story please visit: [www.aviusamerica.com](http://www.aviusamerica.com) or call: 01202 559933.