

HAWAII VISITORS & CONVENTION BUREAU
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JOHN MONAHAN

President and Chief Executive Officer Hawai'i Visitors and Convention Bureau

John Monahan was named president and CEO by the Board of Directors of the Hawai'i Visitors and Convention Bureau (HVCB) on October 23, 2003. He is responsible for overseeing HVCB's marketing of leisure travel in North America, along with sales of the Corporate Meetings and Incentives (CMI) division in key markets globally.

Monahan is a senior member of Hawai'i's business community. He is well respected for his innovation and leadership and brings extensive experience as a chief executive to HVCB's organization and programs.

He has a strong background in retail and marketing and has worked closely with Hawai'i's tourism industry. He sits on the Board of Directors for the Polynesian Cultural Center, Hawai'i's leading paid visitor attraction.

Prior to joining HVCB, Monahan operated a management consulting firm, JMN Associates, advising companies on matters involving retail, real estate and restructuring of operations. His clients included hotels, retailers, and developers.

Before that he served as a senior executive for 11 years at Liberty House, Hawai'i's largest retail department store, most recently as president and CEO from 1997 to 2001. He is widely credited with successfully guiding the company through a three year Chapter 11 bankruptcy reorganization that ended in March 2001. Under his leadership, Liberty House refocused on its core strengths and re established its tradition of excellence with merchandise and customer service in Hawai'i. He left Liberty House following its sale in mid 2001 to Federated Department Stores, Inc., which converted the store chain into Macy's.

Monahan relocated his family to Hawai'i in 1990 to join Liberty House as vice president and director of stores. He previously worked as a senior executive for department store chains in California and Arizona.

He graduated from Brigham Young University in 1974 earning a Bachelor of Science degree in business management, with a major in marketing and minor in finance. Monahan and his wife Nancy live in East Honolulu.