

Bernard “Chip” W. Reeves, Jr.

Machi Tours, LLC

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Gateway City: Detroit or Saginaw (MBS) **Citizenship:** United States



ITMI Certified Tour Director / Guide

Language:

Fluent: Japanese

Semi-Fluent: Spanish (Meet & Greet)

Tour Director / Guide Experience (Seniors, Affinity, Small Ship, Educational, Luxury)

- **Japan:** Tokyo, Kyoto, Osaka, Inland Sea
- **Great Lakes:** Chicago, Toronto, Mackinac Island, Detroit, Cleveland, Niagara, Toronto
- **Detroit City Tour**
- **Costa Rica/Panama**
- **Caribbean:** Grenada, St. Lucia, Martinique

Strong Destination Knowledge / Cruise Experience / FAM Tours

- **Great Lakes Region** (30 year resident)
- **Japan** (8 year resident)
- **Southeast Asia** Shanghai, Hong Kong, Seoul, Singapore
- **Australia/New Zealand**
- **Europe** Netherlands, Belgium, France, Italy, Germany, Switzerland, Spain, Denmark, Finland, Luxembourg
- **South Africa** Cape Town

Presentations / Workshops

- **Introduction to Japanese Language & Culture**
- **Life in Michigan & Great Lakes Region**

Meeting and Event Planning

- **Designed / Facilitated International Meeting** (100+ people, 50 nationalities) Cape Town, South Africa
- **Designed / Facilitated Customer Experience Corporate Event** (150 executives)
- **Led Global Corporate Marketing Recognition / Learning & Development Events** (150+ participants)

Additional Experience and Skills

- **Cross Cultural Facilitation** (12 years) High School Student Exchange, Global; Corporate Service Learning, India
- **Training Leadership** (20 years) Corporate Marketing Training Workshops (12 sessions, 150+ participants)
- **University & Corporate Education** Europe / Asia / USA, (4 sessions, 200+ people)
- **Customer Experience Design** (8 years) Digital & Offline Service Design
- **Marketing & Innovation** (29 years) Dow Corning
Incubator Discovery Projects (8 teams of 20 people, 6 month projects)
Marketing Director (teams of 8-15 people) USA & Japan
Global Customer Feedback Manager (implemented global metrics & process)
- **Financial Acumen** (3 years) Transformation Executive; University Vice President Finance

Education

- **International Tour Management Institute**, San Francisco – Certified Tour Director / Guide, November 2017
- Michigan State University, East Lansing, MI – Master's Degree, Integrative Management
- Indiana University, Bloomington – Bachelor's Degree, Marketing / Organization Management / East Asian Studies
- Nanzan University, Nagoya, Japan – Study Abroad (1 year)
- Red Cross / CPR Certified

Personal Interests / Hobbies

- Travel, Cooking, Water Sports (Swim, Sail, SUP), Hiking, Biking, Art/Design, Internet/Tech