

BRUCE COOK - TOUR DIRECTOR

TOUR LEADER STRENGTHS

- Effectively uses coaching techniques and skills to inspire group camaraderie; keen awareness of group dynamics
- Communicates with credibility and confidence in a natural style
- Solution seeker who displays ingenuity in anticipating and meeting unexpected situations
- Adept negotiator who consistently negotiates successful outcomes and skillfully handles confrontations with tact
- Skillful in developing techniques to improve profitability
- Has a calm, even temperament and displays natural charm and charisma
- Delivers group presentations with enthusiasm and energy
- Demonstrates resourcefulness and self-reliance in maximizing available resources and prioritizing needs
- Effectively manages crisis situations and remains calm under pressure

ABOUT BRUCE

- Passionate traveler who has planned and led tours worldwide for over 20 years
- Exceptionally trustworthy and able to quickly gain the support of others
- Has substantial and practical “real world” knowledge; gets the job done
- Displays the confidence needed to face tough leadership challenges
- Natural and imaginative leader who excels in training, leading and motivating people
- Fast learner who rapidly adapts to changing situations
- A proven performer who works at a high achievement level
- Fun and enjoyable to be around

TOUR BUSINESS EXPERIENCE

BUSINESS MANAGER, DEVELOPER, CO-TOUR LEADER, BOUTIQUE TRAVEL BUSINESS

- Planned and led international group tours while handling challenging situations on-location
- Set up and maintained all corporate accounting and tax records using QuickBooks software
- Designed customized tour planning, logistics and client-tracking spreadsheet, achieving a 100% pre-tour collection rate
- Doubled sales through product diversification, cost containment and market expansion
- Researched, designed, marketed and managed group tours from start to finish
- Led new product development and online, e-commerce solutions, adding new revenue streams
- Launched direct and e-mail marketing campaigns, which resulted in increased product and tour sales
- Produced a cohesive, professional corporate brand using print and electronic media

TOURS - RESEARCHED, DEVELOPED, MARKETED AND LED ON LOCATION

- 1995: Costa Rican Jungle and Volcano Adventure
- 1996: Copper Canyon Train Journey, Mexico
- 1997: Amazing Thailand
- 1998: Copper Canyon Train Journey, Mexico
- 1999: Costa Rican Jungle and Volcano Adventure
- 1999: Amazing Thailand
- 1999: Mysterious Burma (Myanmar)
- 2000: Trans Mongolian Railway – Beijing, China to Ulan Bator, Mongolia
- 2001: Turkey – the World’s Largest Outdoor Museum
- 2001: La Ruta Maya – Belize and Guatemala
- 2001: Exotic Thailand, Ancient Cambodia and Angkor Wat
- 2004: Exotic Thailand, Ancient Cambodia and Angkor Wat
- 2004: Vietnam: Hanoi to Ho Chi Minh City
- 2005: Peru and the Inca Trail (regular tour and specialty art tour)
- 2006: Exotic Thailand (regular tour and specialty art tour)
- 2006: Ancient Cambodia and Angkor Wat
- 2006: Unexplored Laos
- 2007: Peru and the Inca Trail (regular tour and specialty art tour)
- 2016: Belize & Guatemala by Auto: Mayan Ruins, Jungles, Islands