



Mark Hill

Vice President Retail Marketing
Bluegreen Corporation

Born and raised in mid-Michigan, Mark attended Belmont University in Nashville Tennessee where he graduated Cum Laude with a degree in Finance. Returning to Michigan he developed marketing partnerships between the Cendant real estate brands of Century 21 and Coldwell Banker and travel brands like Avis and Resort Condominiums International. As National Director of Alliance Marketing at Resort Condominiums International, Mr. Hill continued to develop creative customer acquisition programs for Cendant brands and RCI's developers.

In May of 2000 Mark accepted the position of Vice President of Retail Marketing with Bluegreen Vacations, specifically to guide the development of a newly created alliance with Bass Pro Shops. Under Mark's leadership over the past sixteen years the Bluegreen/Bass Pro Shops alliance developed into one the most profitable customer acquisition programs in the industry. Each year the Retail Marketing division of Bluegreen sells over 100,000 vacations from 122 vacation centers located in 30 States.

Mark earned his MBA from the University of Miami in 2003. He and his wife Cathy have a passion to serve those most in need. With a special interest in providing opportunity to those in poverty, they started Mission Passport to provide a marketplace for products made by women at risk around the world and later Sperotree Inc. to expand opportunity for those who need it most.

Mark and his wife Cathy have two daughters. Tori is on staff with *Youth With a Mission* in France and Brittany is a student at UCF.