

WILLIAM CLINE

📍 1740 Air Park Lane, Plano, Texas 75093 📞 954-648-1888

✉ william@williamcline.com [Linked in https://www.linkedin.com/in/william-cline-scuba/](https://www.linkedin.com/in/william-cline-scuba/)

PERFORMANCE SUMMARY

Recognized for enhancing international tourism sales and adept at navigating diverse economies. A valued strategist with a flair for solving complex business issues and fostering cross-sector collaborations. Persistent in unveiling new revenue streams and ensuring customer loyalty, praised for building profitable, lasting affiliations. Excels in initiating and implementing critical global projects, contributing strategic planning and business expansion insights in varied economic landscapes with adaptability and precision.

ACHIEVEMENT CATEGORIES

- Marquee Account Capture
- Destination Branding
- Executive Staff Development
- Training & Development
- Global Sales Development
- Strategic Planning
- Sales Strategy / Development
- Business Development
- Revenue Capture/ Negotiations
- Business Unit Creation
- Social Media Integration
- Creative Strategies

ACHIEVEMENT CATEGORIES DETAILED

CLINE GROUP INC, PLANO, TEXAS

(A 30+ year-old specialized consulting company with multinational experience)

1990 – PRESENT

CEO/President, Executive Management and Business Consultant to Multinational Companies and Foreign Governments

ACHIEVED WHILE CEO/PRESIDENT (1990 – PRESENT)

Scope of Responsibility & Achievement: Founded a marketing and business consulting firm, aiding companies and foreign governments in creating and launching new marketing and business initiatives within the tourism sector. Tasked with consulting to instill behavioral change aligned with the mission and goals of each entity and target market. These efforts have led to a 100% increase in global sales within five years, generating billions in tourism dollars attributed to innovative and creative new business initiatives. **The following are examples of the more notable contributing events:**

- **Marquee Account Capture:** Asked by a client to secure Carnival Cruise Line as a premier provider of services for shore excursions, resulting in deploying multiple teams in various locations to service the contract. Negotiated the contract, developed tools and techniques while preparing, educating and evolving selling dynamics and resolving issues. This resulted in a long-term highly profitable business unit for the client, generating over 50% of their revenues in just three short years.
- **International Sales Development / Training / Roll Out:** Tasked by a client located at Atlantis Resort in Nassau, Bahamas to deploy new activities, develop sales channels, and train an international staff. Using a system deployed in the military, created, tested and implemented an innovative employee assessment and evaluation system that was utilized across a dozen specialized business units. This refined approach to employee development was expanded to encompass over 300 personnel across two countries, elevating organizational competence and performance while increasing sales and consumer satisfaction.

ACHIEVED WHILE CEO/PRESIDENT (1990 – PRESENT) CONTINUED...

- **Strategic Creative Excellence:** Engaged by international governments to solve tourism problems with vertical sports marketing - managed teams to create new approaches and methods of attracting and securing new target markets. Through cooperative strategic alliances, established co-op marketing budgets as well as assisted in the creation of marine parks, diving buoy systems and other cross-sector initiatives in Bonaire, The Bahamas, Grenada and Barbados to preserve the underwater environment while sustaining the dive tourism product. Organized governments and private sector to work in cooperation in marketing and environmental efforts.
- **Business Unit Creation:** Tasked with creating and overseeing a team to design and establish new business units in multiple Bahamian locations. Crafted a detailed business proposal to secure loan financing, adhering to legal requirements and lender criteria. Oversaw the entire construction process, from budgeting to completion. Implemented a robust annual operating budget and a long-term capital plan, while building a competent team. Managed risks effectively and fostered strong relations with all stakeholders, achieving a growth from one to six retail outlets in three years.
- **Social Media Integration & Execution:** Created a multi-platform integrated system for content creation and publishing across Facebook, Twitter, Instagram, Pinterest and LinkedIn. Multiple channel content system was created and managed for various clients in Real Estate and Tourism. Resulted in millions of impressions per month for clients on social media.
- **Branding & Destination Marketing:** Managed and directed international staff in government tourism and private-sectors to launch identifiable campaigns that drive tourism growth, while conforming to overall destination brand guidelines where present. Unique campaigns created include “Bonaire. The Natural Choice,” “Dive Into Our History” for Grenada, “It’s Bigger in The Bahamas,” “Bob Soto’s Has Us By The Walls,” “Quit your Beaching, Dive Provo”, plus created and launched SCUBA DIVING magazine and THE SCUBA TOUR (now DEMA’s Go Dive Now Tour) and dozens of other memorable campaigns and programs.

CORPORATE PHILANTHROPY

DIVE NEWSWIRE, GILBERT, ARIZONA

2023 – PRESENT

Dive Industry Research Editor

Scope of Responsibility: With years of experience in SCUBA diving research, well-acquainted with the nuanced aspects of the diving industry, determined to leverage this expertise to make substantial contributions to its expansion and development. Specialized in analyzing and synthesizing complex data to produce highly accurate and relevant content. Engaged in ongoing professional development, staying abreast of trends and technologies to foster industry advancement.

DEMA (DIVING EQUIPMENT & MARKETING ASSOCIATION, SAN DIEGO, CALIFORNIA

2012 – PRESENT

Elected Vice-Chairman, Board of Directors

Scope of Responsibility: Served over a decade on the DEMA (Diving Equipment & Marketing Association) Board, notably as Vice-Chairman, guiding its innovative direction and leadership. Chaired various committees, including Research and Consumer Marketing, and spearheaded the Young Professionals Task Force. Managed budgets, led projects, and shaped strategic industry directions. These contributions significantly elevated DEMA's reputation, positioning it among the nation's top 25 trade shows. Currently serving in this industry-elected voluntary role.

JEAN MICHEL COUSTEAU'S OCEAN FUTURES SOCIETY, SANTA BARBARA, CALIFORNIA 1995 – 1997
Created Branding, Corporate Identification and Business Consulting

Scope of Responsibility: Tasked with creating an iconic identity for the son of world-famous Jacques Yves Cousteau, Cline Group worked with executives and Jean-Michelle Cousteau to craft the brand identification for the organization. Projects executed include logos, letterhead, trade show materials and general diving industry fundraising business consulting.

EDUCATION

HERIOT-WATT UNIVERSITY, EDINBURGH BUSINESS SCHOOL, EDINBURGH, SCOTLAND
MBA IN PROGRESS

MEMBERSHIPS, TRAINING & CERTIFICATIONS

PADI Course Director Instructor Trainer Certification

Member, DEMA

Member, DAN

Member, American Bar Association (ABA)

Member, Internet Marketing Association

Google SEO Certified Partner Training

Member, SEO Pros International

Former Real Estate Broker in California & Missouri

U.S. Coast Guard Captain (50 ton)

Black-Belt, Tang So Doo Association

Private Pilot Rated

PUBLISHED WORKS

- Cline, William. “*10 Reasons Why Print Advertising Is Not Dead.*” Dive Newswire, 3 Oct. 2023
- Cline, William. “*Pro Tips – The Value of Preplanning and Premarketing for the DEMA Tradeshow.*” Dive Newswire, 12 Sep. 2023
- Cline, William. “*5 Tips to Increase Your DEMA Show Conversions and Sales.*” Dive Newswire, 12 Sep. 202
- Cline, William. “*Cline Group Announces Results For 2nd Quarter 2023 Industry Survey.*” Dive Newswire, 01 Aug. 2023
- Cline, William. “*Cline Group’s Second Quarter Dive Industry Survey.*” Dive Newswire, 11 Jul. 2023
- Cline, William. “*Results From Cline Group’s Quarter 1 Dive Industry Survey.*” Dive Newswire, 02 May 2023
- Cline, William. “*Cline’s Diving Industry Latest Survey Results Now Available.*” Dive Newswire, 14 Feb. 2023
- Cline, William. “*Cline’s Diving Industry 3rd Quarter 2022 Survey Results.*” Dive Newswire, 31 Oct. 2022
- Cline, William. “*Dive Industry Pros – Your Help Is Needed.*” Dive Newswire, 13 Oct. 2022
- Cline, William. “*Cline Group Releases 2nd Quarter Survey Results.*” Dive Newswire, 16 Aug. 2022.
- Cline, William. “*Cline Group Research? Why It’s Important You Participate.*” Dive Newswire, 02 Aug. 202
- Cline, William. “*Attn: Dive Professionals – Your Help Needed For Vital Industry Research.*” Dive Newswire, 01 Feb. 2022
- Cline, William. “*Cline’s Global Diving Industry 3rd Quarter 2021 Survey Results.*” Dive Newswire, 10 Nov. 2021
- Cline, William. “*Cline’s Diving Industry 2nd Quarter 2021 Survey Results.*” Dive Newswire, 17 Aug. 2021
- Cline, William. “*Cline Group 1st Quarter Survey Results.*” Dive Newswire, 27 Apr. 2021
- Cline, William. “*Attn: Dive Professionals – Your Help Needed For Vital Industry Research.*” Dive Newswire, 13 Apr. 2021
- Cline, William. “*Dive Industry Pros Sought For Vital Industry Research.*” Dive Newswire, 25 Jan. 2021
- Cline, William. “*William Cline Gives Back With Valuable Dive Industry Research.*” Dive Newswire, 08 Dec. 2020
- Cline, William. “*Cline Group 3rd Quarter Dive Industry Survey Released.*” Dive Newswire, 19 Nov. 2020
- Cline, William. “*Stand Out At DEMA 2020 With Virtual Booth Enhancements.*” Dive Newswire, 06 Nov. 2020
- Cline, William. “*Key Results Released: Cline’s State of the Dive Industry.*” Dive Newswire, 12 Oct. 2020
- Cline, William. “*Cline’s Diving Industry Special Summer 2020 Survey Results.*” Dive Newswire, 18 Aug. 2020
- Cline, William. “*Results from Cline Group’s Quarterly Industry Survey Announced.*” Dive Newswire, 28 Jul. 2020

- Cline, William. "*Cline Group Releases Latest Dive Industry Covid 19 Research.*" Dive Newswire, 08 Jun. 2020
- Cline, William. "*What Is Your Recovery Marketing Plan?*" Dive Newswire, 11 May 2020
- Cline, William. "*Create Your Own Dive Stimulus Package.*" Dive Newswire, 20 Apr. 2020
- Cline, William. "*Dive Industry Pros Sought- Important Covid Dive Industry Survey Request.*" Dive Newswire, 14 Apr. 2020
- Cline, William. "*Don't Quarantine Your Dive Marketing.*" Scuba Diving Magazine, 1 Mar. 2020
- Cline, William. "*Why is Dive Research So Important?*" Dive Newswire, 20 Feb. 2020
- Cline, William. "*Cline Group's Latest Dive Industry Research Shows Increase In Revenues for 4th Quarter 2019.*" Dive Newswire, 10 Feb. 2020
- Cline, William. "*Cline Group's 3rd Quarter Dive Industry Survey Results.*" Dive Newswire, 03 Dec. 2019
- Cline, William. "*Cline Group's 2nd Quarter Dive Industry Survey Results.*" Dive Newswire, 13 Aug. 2019
- Cline, William. "*4th Quarter 2018 Dive Industry Survey Results.*" Dive Newswire, 05 Feb. 2019
- Cline, William. "*Cline Group's 3rd Quarter Dive Industry Survey Results.*" Dive Newswire, 04 Nov. 2018
- Cline, William. "*Caribbean's Ft. Young Hotel Dominica Partners with Cline Group to Launch New Dive Operation.*" Dive Newswire, 17 Sep. 2018
- Cline, William. "*Hawaii Dive Association Completes First Economic Impact Study.*" California Diver, Aug. 2018
- Cline, William. "*William Cline Joins Explorer Ventures For Marketing & Research Assistance.*" Dive Newswire, 04 Jun. 2018
- Cline, William. "*Cline Group's 4th Quarter Dive Industry Survey Results.*" Dive Newswire, 12 Feb. 2018
- Cline, William. "*Cline Group's 1st Quarter Dive Industry Survey Results.*" Dive Newswire, 05 May 2017
- Cline, William. "*Cline Group's 4th Quarter 2016 Dive Industry Survey Results.*" Dive Newswire, 20 Feb. 2017
- Cline, William. "*Cline Group To Represent Innovative New Product Line.*" Dive Newswire, 02 Nov. 2016
- Cline, William. "*Diving Industry Marketing Consulting and Research Cline Group's Mini eBook Marketing Series.*" academia.edu, 2012
- Cline, William. "*Take Your Best Shot On Bonaire: Pro Tip #5.*" Sport Diver, 1 Nov. 1999, p. 74
- Cline, William. "*Take Your Best Shot On Bonaire: Pro Tip #3.*" Sport Diver, 1 Jul. 1999, p. 86
- Cline, William. "*Something Different In Bonaire.*" Rodale's Scuba Diving, 1 Dec. 1996, p. 38
- Cline, William. "*Why Crisscross the Caribbean?*" Rodale's Scuba Diving, 1 Aug. 1996, pp. 7-10
- Cline, William. "*There's More To Bonaire Than Great Diving.*" Dive Travel Magazine, 1 Apr. 1996, p. 34
- Cline, William. "*When The Unthinkable Happens.*" Rodale's Scuba Diving, 1 Feb. 1994, p. 116

CITATIONS

- Jones, Scott. "Meet the Dive Newswire Editorial Team." Dive Newswire, 4 Oct. 2023
- Muchanski, Gene. "Cline's Research Data & Why It's Important To Study The Industry." Dive Industry Foundation, May 2023, <https://diveindustry.org>
- Cole, Bill. "William Cline Endorses Sea Experience." Sea Experience Career Center, Apr. 2023, <https://seaxp.com/job-placement-assistance/>
- Ingram, Tom. "William Cline Elected to DEMA Board of Directors." DEMA, Feb. 2023, <https://www.dema.org/general/custom.asp?page=Board>
- Cinciripino, Jeffrey. "Dive Travel Trends in Scuba Diving." Scuba Shack Radio Podcast, Feb. 2023, <https://www.audacy.com/podcast/scuba-shack-radio-d993a/episodes/105-three-core-pieces-of-scuba-equipment-you-should-own-plus-wet-notes-news-information-and-commentary-3d954>
- Russell, Nicole. "Introducing DEMA'S 2023 Board of Directors." DEMA.org, Jan. 2023, <https://www.dema.org/news/news.asp?id=630102>
- Cummins, Terrence L. "What is Wrong with Recreational Scuba Diver Databases?" Tourism in Marine Environments, vol. 16, no. 3, 2021, pp. 125-131
- Clark, Tec. "Interview with William Cline, Diving Industry Veteran & Marketing Pro." League of Extraordinary Divers Podcast, Jun. 2021, <https://podbay.fm/p/the-league-of-extraordinary-divers-podcast/e/1622669444>
- Kieran, Darcy. *Scuba Diving Industry Market Size & Statistics*. Mar. 2021, p. 62.
- Russell, Nicole. "Introducing DEMA'S 2021 Board of Directors." DEMA.org, Feb. 2021, <https://www.dema.org/news/news.asp?id=549989>
- "William Cline Publishes Survey on Dive Industry Sentiments." X-Ray Mag Digital Dive Magazine, Oct. 2020, <https://xray-mag.com/content/william-cline-publishes-survey-dive-industry-sentiments>
- Clark, Tec. "William Cline Publishes Survey on Dive Industry Sentiments." Scuba Guru Podcast, LXD047, Oct. 2020, <https://scubaguru.com/lxd047-william-cline/>
- "Cline's State Of The Dive Industry Study Now Available." PR.com, Oct. 2020, <https://www.pr.com/press-release/823411>
- Mulholland, Megan. "Scuba Tour Began As Special Event Turned Into A Business." Tribune Business News, Aug. 2000
- "Tough Times in the Dive Industry William Cline Responds." Undercurrent Magazine, May 2020, https://www.undercurrent.org/UCnow/dive_magazine/2020/DiveTravelIndustry202005.html
- "SCUBA Definitions and References, William Cline Conducts New Research in Hawaii." TheFreeDictionary.com, May 2020, <https://www.thefreedictionary.com/scuba>
- Russell, Nicole. "Introducing DEMA'S 2020 Board of Directors." DEMA.org, Feb. 2020, <https://www.dema.org/news/news.asp?id=487781>

CITATIONS CONTINUED...

- Brown, Oswald. "We Are Open For Diving. Dive Right In." Bahamas Chronicle, 15 Nov. 2019
<https://bahamaschronicle.com/we-are-open-for-diving-jump-right-in-is-the-bahamas-message-at-the-international-dive-show-taking-place-in-orlando-florida/>
- "Bahamas Diving Association Member Update After Hurricane Dorian." Dive Training Magazine, 10 Sep. 2019, <https://dtmag.com/bahamas-diving-association-member-update-after-hurricane-dorian/>
- Kieran, Darcy. "The Lack of Scuba Diving Industry Statistics & Market Data." Medium.com, Jul. 2019, <https://medium.com/scubanomics/the-lack-of-scuba-diving-industry-statistics-market-data-bd0e409256da>
- Helmy, Sam. "Study Into New Dive Professionals Released by William Cline." DeeperBlue.com, Mar. 2019, <https://www.deeperblue.com/dema-study-into-new-dive-professionals-released/>
- Russell, Nicole. "Cline Research & DEMA Release Study on New Diving Professionals." DEMA.org, Feb. 2019, <https://www.dema.org/news/438845/Cline-Research-and-DEMA-Release-Study-on-New-Diving-Professionals.htm>
- Michaelson, Dawn, Dong-Eun Kim, and Young Ha. "Scuba Diver's Use of Selection Criteria for Assessing Wetsuit Using FEA Model." *International Journal of Costume and Fashion*, vol. 18, no. 2, 2018, pp. 45-64
- "Bahamas Wins Top Award for Scuba Diving." The Tribune, 29 Nov. 2018.
<http://www.tribune242.com/news/2018/nov/29/bahamas-wins-top-award-scuba-diving/>
- Helmy, Sam. "William Cline's 2018 Global Scuba Diving Survey Released" DeeperBlue.com, Nov. 2018, <https://www.deeperblue.com/william-clines-q3-2018-global-scuba-diving-survey-released/>
- "Bahamas Named Best Scuba Diving Destination For Big Animals." The Bahamas Weekly, 29 28 Nov. 2018.
http://www.thebahamasweekly.com/publish/ministry_of_tourism_updates/Bahamas_Named_Best_Scuba_Diving_Destination_for_Big_Animals_printer.shtml
- "Hawaii Dive Association Completes First Scuba Diving Economic Impact Study by William Cline." California Diver Magazine, Aug. 2018, <https://californiadiver.com/hawaii-dive-association-completes-first-scuba-diving-economic-impact-study/>
- "William Cline Joins Explorer Ventures Team for Marketing and Research Assistance." Scubaverse.com, Jun. 2018, <https://www.scubaverse.com/william-cline-joins-explorer-ventures-team-for-marketing-and-research-assistance/>
- Smith, Lauren. "The Hawaiian Islands Recreational Scuba Association Says 'ALOHA' to William Cline/Cline Group." Hawaiian Islands Recreational Scuba Association (HIRSA), Nov. 2017, <https://hawaiianscuba.org/for-immediate-release-the-hawaiian-islands-recreational-scuba-association-says-aloha-to-william-cline-cline-group/>
- Reimers, Rachelle. "What Does DEMA Do For You?" DEMA.org, May 2017, <https://www.dema.org/news/news.asp?id=237911>
- Liang, John. "Dive Industry Pros Should Take This Survey" DeeperBlue.com, Apr. 2017, <https://www.deeperblue.com/dive-industry-pros-take-survey/>
- Russell, Nicole. "Introducing DEMA'S 2017 Board of Directors." DEMA.org, Feb. 2017, <https://www.dema.org/news/news.asp?id=331970>
- Reimers, Rachelle. "DEMA Kicks Off New Marketing Campaign" DEMA.org, May 2016, <https://www.dema.org/news/news.asp?id=237911>

CITATIONS CONTINUED...

- Reimers, Rachelle. “DEMA’s Board of Directors Assembles for Quarterly Meeting” DEMA.org, Feb. 2016, <https://www.dema.org/news/news.asp?id=277394>
- Reimers, Rachelle. “DEMA’s Board of Directors Assembles for Quarterly Meeting” DEMA.org, Feb. 2016, <https://www.dema.org/news/news.asp?id=277394>
- Russell, Nicole. “DEMA Board Meets for Quarterly Meeting.” DEMA.org, Jun. 2015, <https://www.dema.org/news/news.asp?id=237911>
- “The Bahamas Named Top Dive Destination By Magazine.” Tribune242.com, 22 May 2015, <http://www.tribune242.com/news/2015/may/22/bahamas-named-top-dive-destination-magazine/>
- “Shark Asks Divers For Help In The Bahamas.” Newswire.com, 14 Apr. 2015, <https://www.newswire.com/news/shark-asks-divers-for-help-in-the-bahamas>
- Russell, Nicole. “Introducing DEMA’S 2015 Board of Directors.” DEMA.org, Feb. 2015, <https://www.dema.org/news/news.asp?id=214238>
- Saayman, M., & Saayman, A. “How Deep are Scuba Divers’ Pockets?” Tourism Economics, vol. 20, no. 4, 2014, pp. 813-829. <https://doi.org/10.5367/te.2013.0299>
- “The Islands of The Bahamas Announces: 10 Islands, 7 World-Famous Underwater Photographers, One week” with DAN’s Alert Diver, Stephen Frink, Neal Watson and Stuart Cove.” The Bahamas Weekly News, May 2014, <https://www.thefreelibrary.com/The+Islands+of+The+Bahamas+Announces%3A+10+Islands%2C+7+World-Famous...-a0368969739>
- Russell, Nicole. “DEMA is an Old Boys Club and More Flipping Orthodoxies.” DEMA.org, May 2014, <https://www.dema.org/news/news.asp?id=171641>
- Hanlon, Adam. “Coverage: Bahamas Underwater Photo Week.” Wetpixel.com, 26 May 2014, <https://wetpixel.com/articles/coverage-bahamas-underwater-photo-week/P4>
- Russell, Nicole. “Introducing DEMA’S 2014 Board of Directors.” DEMA.org, Feb. 2014, <https://www.dema.org/page/917>
- Kipp, Ron. *From Big Blue to the Deep Blue: How I Jumped off the Corporate Ladder at IBM and into My Dream of Owning a Cayman Islands Dive Center.* Caribbean Producers Services, Ltd., 2013, p. 71
- “Willie’s Way Reef, Ft. Lauderdale, FL.” DiveBuddy.com, Aug. 2016, <http://www.divebuddy.com/divesite/4976/willies-way-reef-ftlauderdale-fl/>
- Russell, Nicole. “Introducing DEMA’S 2012 Board of Directors.” DEMA.org, Feb. 2012, <https://www.dema.org/page/580>
- Reyter, Burke L., and K M. Spalding. “Reefs At Risk Revisited.” World Resources Institute, 2011, pp. 75-78
- “2006 Cline Scuba Diving Research Show Businesses Up 9.6%.” PR.com, Feb. 2007, <https://www.pr.com/press-release/19089>
- “William Cline, Scuba Diving Industry Consultant, Receives Google Authorized Analytics Training by ROI Revolution.” PR.com, Nov. 2006, <https://www.pr.com/press-release/22625>
- “Neal Watson, Stuart Cove & William Cline Invited To Speak On Dive Travel In China.” PR.com, Oct. 2006, <https://www.pr.com/press-release/19089>

CITATIONS CONTINUED...

"Hurricane Wilma Missed The Bahamas." 24-7PressRelease.com, 27 Oct. 2005, <https://www.24-7pressrelease.com/press-release/9066/hurricane-wilma-missed-the-bahamas-all-dive-operations-up-and-running>

Cole, Bill. "South Florida Reefs." Sea Experience Career Center, Apr. 2002, <https://seaxp.com/south-florida-reefs/>

Graefe, Alan and Todd, Sharon Burke L. "Economic Impacts of Scuba Diving on New York's Great Lakes." New York Sea Grant/SUNY, Oct.2001.

"Diving Force Interview with William Cline" Entrepreneur Magazine and Entrepreneur.com, June. 1996

Clinchy, Richard A., and Glen H. Egstrom. *Jeppesen's Advanced Sport Diver Manual*. Mosby Lifeline, 1993

Sterba, Jim. "The Business of Scuba Diving." *Wall Street Journal*. 14 Dec. 1992