



Blount Partnership

Tourism Development

MEMORANDUM

To: Jared Anderson, Chair, Blount County Commission
Ed Mitchell, Mayor, Blount County

From: Bryan Daniels, President & CEO

Date: December 19, 2025

Re: Board Member Appointment for the
Smoky Mountain Tourism Development Authority

The Smoky Mountain Tourism Development Authority requests the appointment of two candidates, to fill two open seats, each one is a six-year term on the Board of Directors. The candidates are ranked in order of preference, but you may:

- Accept the recommended ranking as-is
- Reorder the candidates
- Select recommended candidate/s

Smoky Mountain Tourism Development Authority – Six-year Term

- Stephen Deucker, Vice President & General Manager, Cirrus Vision Center
- Hamilton Martinez, General Manager, Hilton Knoxville Airport
- Jewell Overton, Director of Support Services and Radiation Effects, ProNova Solutions
- Bryan Cable, former General Manager, Hilton Knoxville Airport

We have also included biographical information on each candidate for your reference. Your consideration of this request at your next meeting is greatly appreciated.

**Stephen Deucker**

Vice President & General Manager, Vision Center, Alcoa, TN
Cirrus Aircraft

As Vice President and General Manager of the Cirrus Vision Center at McGhee Tyson Airport, Stephen Deucker is responsible for shaping and delivering exceptional customer experiences across every aspect of the company's operations. From setting customer engagement standards and overseeing training systems to guiding the overall brand experience, Stephen plays a pivotal role in ensuring that hundreds of customers a year—arriving from around the world—receive best-in-class service when taking delivery of their aircraft, receiving training, or accessing service at the Vision Center.

As a co-founding member of the Blount County Aviation Collaborative, Stephen helped lead the development of the new Aviation Maintenance degree program at Pellissippi State Community College. Working alongside regional partners, he played an essential role in defining program needs, identifying workforce priorities, and securing the funding required to bring this much-needed educational pathway to life—strengthening the region's aviation talent pipeline and supporting long-term workforce development.

In addition to his role at Cirrus, Stephen remains actively involved in the community. He currently serves on the Maryville College Hospitality Advisory Board, the Blount County Aviation Collaborative, the University of Tennessee Aerospace & Defense Advisory Board, and the Board of Directors for the Knoxville Chamber. Currently serving in a Director role with the Blount Partnership and formerly its VIP Chair, Stephen is also a 2019 graduate of Leadership Knoxville.

Before joining Cirrus Aircraft, Stephen spent more than 25 years in leadership roles with The Ritz-Carlton Hotel Company, where he helped elevate guest experiences and strengthen destination appeal at top-tier resorts including Amelia Island, Tucson, Sarasota, and Orlando. In addition to shaping service culture and operational excellence, he played a key role in demand-generation initiatives that expanded market reach, increased visitation, and positioned each destination as a premier choice for travelers. His extensive background in hospitality has honed his ability to create memorable, high-impact experiences.

A pilot and passionate general aviation enthusiast, Stephen holds an MBA from the University of South Florida. He has lived in the area for nearly a decade with his wife and three children.

Hamilton Martinez – Professional Bio

Address: 2001 Alcoa Hwy, Alcoa, TN 37701



Hamilton Martinez is a forward-thinking and results-oriented hospitality leader with over 15 years of comprehensive experience in hotel operations, tourism development, and guest service excellence. Currently serving as General Manager of the Hilton Knoxville Airport, he oversees all aspects of daily operations, financial performance, team development, and strategic planning. His leadership has directly contributed to improved guest satisfaction scores, operational efficiencies, and strong community partnerships-particularly in travel and tourism sectors connected to airport and event-driven demand.

Hamilton's career includes key roles at respected hospitality brands such as Hilton, Marriott, and Sheraton, where he has led teams through transitions, renovations, and performance turnarounds. Notable accomplishments include managing multimillion-dollar airline contracts, successfully guiding hotels through corporate brand transitions, and spearheading property-level initiatives that support long-term growth.

Originally from Ohio, Hamilton is a graduate of the University of Cincinnati with a Bachelor of Business Administration and a minor in Marketing. He also holds an Associate of Science in Hospitality Management from Cincinnati State. Throughout his career, he has collaborated with major hospitality groups such as Aimbridge Hospitality, MCR Development, Maximum Hospitality, Peachtree Hotel Group, and Cooper Hotels.

Hamilton is married to Sarah Martinez and is a proud father to two children: Evelyn, his bright and joyful daughter who is almost four years old, and his son, Hamilton, who just turned one in April. Young Hamilton brings energy and laughter into their home and is already showing a big personality that keeps the family on their toes.

He currently sits on the Board of Directors for the United Way of Blount County and serves on the Board for the Blount County Chamber of Commerce as part of the

Hospitality and Restaurant Division. Deeply rooted in family values and committed to community-driven economic development, Hamilton continues to use his expertise to strengthen regional partnerships, elevate guest experiences, and promote sustainable tourism initiatives throughout East Tennessee.

PROFESSIONAL EXPERIENCE**ProNova Solutions, Maryville, TN****2023-Present**

Director of Support Services and Radiation Effects. Manages the daily operations of the Rad Effects business, including marketing and sales strategies, customer management, proposals, contracts, and account reconciliation.

- Directs daily operations of a cutting-edge Proton Testing for Radiation Effects business, ensuring seamless execution from customer engagement to beam delivery and shipping/receiving to accounts receivables.
- Manages government, aerospace, and electronic industry client relationships with precision, ensuring satisfaction, repeat business, and long-term partnerships.
- Develops and executes marketing and sales strategies to expand market presence and boost revenue.

ProNova Solutions, Maryville, TN**2016-2023**

Senior Office and Product Marketing Manager. Assumed role to oversee the ProNova Rad Effects Program. Served as the primary point of contact for internal and external communication at the Pellissippi Place location. Managed all administrative support and ProNova staff locations.

- Development and strategies of marketing campaigns for Rad Effects and sponsored research projects.
- Coordinated outreach with business development or lead generation for Rad Effects and special projects.
- Managed all aspects of the Rad Effects Program including government contracts, customer relations, and invoicing.

ProNova Solutions, Maryville, TN**2014-2016**

Office Manager. Served as the primary point of contact for internal and external communication at the Pellissippi Place location. Directed and coordinated ProNova's administrative support for all staff locations. Executive administrative and project support to the President and senior leadership.

- Created and managed administrative and facility projects and budgets.
- Leads communication for all events, project status, and company metrics.
- Interfaced with all customers visits to ProNova Solutions.

COUNTRY INN & SUITES, Knoxville, TN**2011 - 2014**

Director of Sales. Held a key role working directly as the Executive Assistant to the General Manager, maintaining the efficiency of office operations. Entrusted as the "go-to" person by fulfilling the role of Manager on Duty in the absence of the General Manager to resolve customer and property issues.

- Developed and prepared proposals for corporate accounts and was the key point of contact for room rate contracts and problem solving to maintain and retain accounts as long term customers.
- Created new corporate account documentation procedures that improved tracking and revenue generated from each account.
- Managed all inside and sales to include negotiating corporate accounts, site tours, and group proposals.

COURTYARD BY MARRIOTT, Alcoa, TN**2007 - 2011**

Director of Sales. Provided administrative support with responsibilities including handling correspondence and meeting planning as well as appointment scheduling for the General Manager.

- Maintained high levels of efficiency for the sales department by preparing contracts/proposals, customer interaction, problem solving, and posting/reconciling charges for events.
- Prospected new clients to grow room revenue with group and corporate negotiated accounts.
- Provided comprehensive levels of event planning including interdepartmental communication, menu planning, and coordinating event set up. Developed all packages and marketing promotions.

Professional roles prior to 2005:

Front Office Manager - DANCING BEAR LODGE, Townsend, TN

Concierge/Front Desk Manager - BLACKBERRY FARM, Walland, TN

- Fulfilled similar front office management operations at the Dancing Bear Lodge and with Blackberry Farm (Relais & Chateaux Member Hotel and #1 ranked hotel for service in the U.S.).
 - Managed daily operations regarding reservations and hiring, training and scheduling of front office staff; completed Blackberry Farm's management training program and developed the Concierge Department.
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EDUCATION: B.S. Hospitality Management - JOHNSON AND WALES UNIVERSITY, Charleston, SC**Master of Business Administration – LINCOLN MEMORIAL UNIVERSITY, Harrogate, TN****COMPUTER SKILLS:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Microsoft TEAMS and Adobe**COMMUNITY SERVICE:** Leadership Blount Class of 2010, Joint Operating Committee Member, Blount PartnershipVice Chairman of Smoky Mountain Tourism Development Authority.

Bryan Cable, Past General Manager Hilton Knoxville Airport



Bryan Cable was the General Manager of the Hilton Knoxville Airport, a 240 room hotel connected to the Knoxville McGhee Tyson terminal by a covered walkway. Bryan worked at the hotel since he graduated from the University of Tennessee in 1982, and had been General Manager since 1986 until his retirement. Bryan has previously been involved in the Rotary Club, Blount County Education Foundation, Leadership Blount, Experience Your Smokies, and Dogwood Arts Festival. Bryan currently serves as the Past Chair of the Board of Directors of the Smoky Mountain Tourism Development Authority.