

EXECUTIVE BIO:

MARK W. SIVEK, GRI, ABR,RRG
Vice President
Sales and Marketing



Mark Sivek as Vice President of Sales and Marketing for THTVEGAS.COM, is responsible for overseeing all marketing and sales activity for this consulting and marketing company dedicated exclusively to the Trump International Hotel & Tower Las Vegas condominium project.

Mark Sivek has more than 30 years of leadership experience building global brands and guiding top-tier companies. An accomplished corporate strategist and marketer, his vision and expertise in business performance have driven notable enterprise growth in the real estate, office products, luxury, retail and industrial manufacturing sectors.

Offering a rare blend of creative and operational strengths, Mark has achieved exciting company and product turnarounds and is recognized for his success in growing sales and profits. His strategic approach to building a business is reflected in his work with IBM, Exxon, and Textron Corporations, where his sales and marketing mix quickly delivered impressive bottom-line results. His turnaround capability is highlighted by his accomplishments running a family jewelry company, where he led a distressed company to record profitability through brand revitalization that included major shifts in brand strategy, operations, marketing communications, and point-of-sale merchandising.

In real estate, Mark has had significant impact on profitability and growth at Prudential Americana, the largest real estate brokerage company in Nevada, where he held a realtor position and maintained positions on Leading Edge Society and Agent Advisory Committees.

Mark Sivek's exceptional track record of business improvement is based on his philosophy of having an ability to quickly identify and diagnose sales and growth opportunities that go far beyond marketing, and to work with clients on a personal level to maximize the relationship and achieve results.

Mark received his Bachelors Degree from Purdue University. Mark also earned the prestigious professional designations of GRI (Graduate Real Estate Institute), ABR (Accredited Buyers Representative), RRG (Reduced Risk Graduate) and is an avid vintage car collector.