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True hospitality requires passion. It's not just smiling, serving and solving problems as they arise. It's a genuine desire to understand your clients and ensure that every action taken and every item produced by your organization surpasses customer expectations. Brian Costanzo, an entrepreneur with 25 years of experience in the hospitality industry, has mastered this craft. He has taken this experience into the non-profit world and for the last three years has worked with member leaders and staff to execute the goals the Board has set for the Entrepreneurs' Organization.

Brian has spent a lifetime perfecting his client service and leadership skills. From an early age, he decided to pull away from the anonymity of satisfactory service and shine through exceptional performance. Much like the goal-driven members of the Entrepreneurs' Organization (EO), he developed a passion in his chosen field, spending his youth learning the many facets of the hospitality industry so that he could better manage these details as he climbed toward the executive level.

During his career, Brian has viewed the world from many perspectives – from behind a front desk and while walking on stilts. He has provided unparalleled client service as, among others, restaurant manager, sales manager and customer service manager for high-end properties, including Hyatt Hotels and Resorts, The Ritz-Carlton Hotel Company and Signature Hospitality Group. He has managed housekeeping staff and served as the director of operations. As an executive, Brian has excelled in forecasting, budgeting and marketing for hotels, restaurants and destination organizations.

In 2004, Brian founded his own company, Vision Hospitality, with the mission to compile his years of experience and provide prompt, professional and personalized service while consciously exceeding client expectations. By incorporating his two academic degrees in hospitality and his years of hands-on experience, he created a successful company that focused solely on independent meeting and event management, training and staffing.

And now, Brian has applied his invaluable abilities and knowledge as he leads the largest department within EO, Global Membership Department (GMD). EO—for entrepreneurs only—is a global community that enriches members' lives through dynamic peer-to-peer learning and once-in-a-lifetime experiences. EO is the catalyst that enables entrepreneurs to learn from each other, leading to greater business success and an enriched personal life. The organization is committed to building the world's most influential community of entrepreneurs, and GMD staff serves as the primary liaison to these global business leaders.

With Brian's guidance, GMD has further developed its service attitude to predict and address the needs of growing business owners who are members of EO. Through hands-on management and continual motivation, he has guided the department to support exponential growth and enhanced return on investment (ROI) for EO members. By extending the motto from The Ritz-Carlton Hotel Company – *We are ladies and gentlemen serving ladies and gentlemen* – Brian has helped lead EO in its mission to engage the world's leading entrepreneurs to learn and grow.

In addition to his commitment to EO, Brian is member of the American Society of Association Executives (ASAE). He heads up a sub-group on the International Council for ASAE and has shared his experience as a speaker at ASAE events. He is currently studying for his CAE which he expects to receive in 2010. He and his wife, Jennifer, and kids have relocated from San Francisco to the fabulous humidity and energy of the East Coast. He is an active runner and loves to spend time with his family.