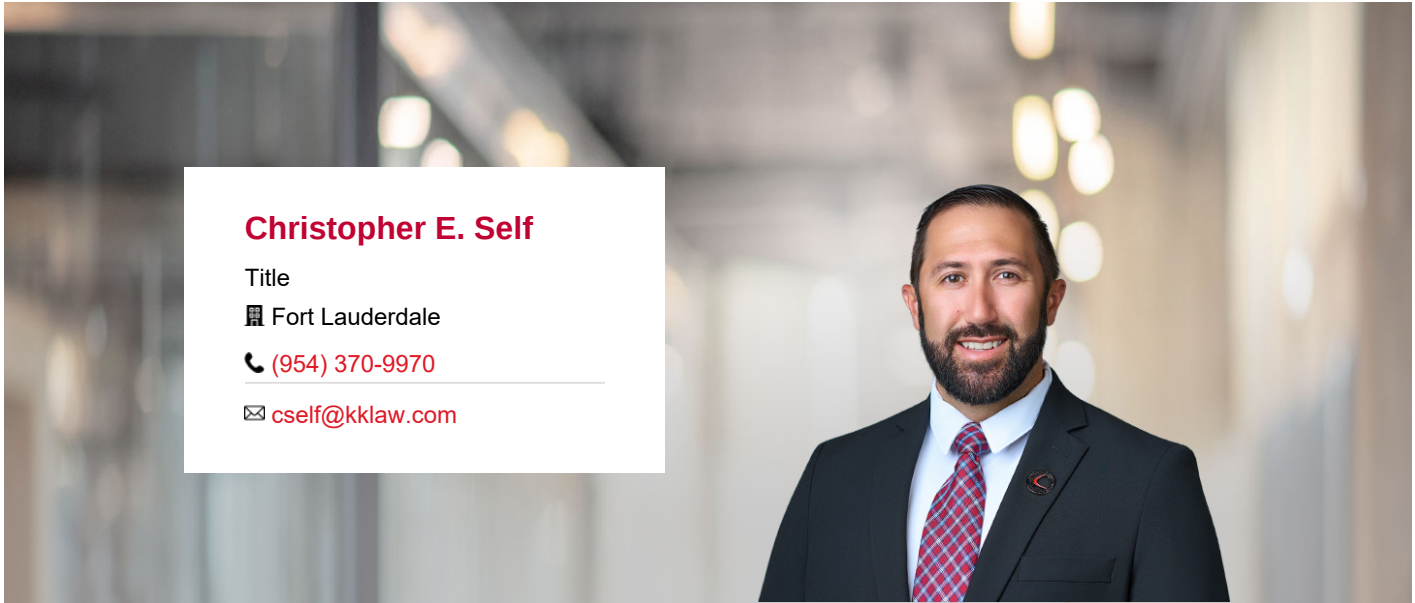




Christopher E. Self

Title

 Fort Lauderdale

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Biography

Christopher Self is a results-driven executive known for his strategic leadership, operational discipline, and ability to deliver measurable growth. With a tenured career spanning leadership roles in the travel, hospitality, and mobility sectors, Christopher has built a reputation for driving performance, optimizing costs, and scaling organizations in competitive markets.

During his tenure with Bluegreen Vacations, Christopher honed his expertise in operations, customer experience, and revenue growth, contributing to the company's continued success in the vacation ownership industry. He later served as Head of Technology of North America for Sixt Rent A Car, where he led a significant transformation of the business. Under his leadership, the company successfully reduced overall IT spend while doubling its North American footprint and nearly tripling its revenue. He also spearheaded a comprehensive overhaul of the company's marketing strategy and efforts across the region, strengthening brand positioning, improving customer acquisition, and driving sustained growth. All of which demonstrated his ability to align efficiency with aggressive expansion.

Christopher is recognized for his ability to build high-performing teams, execute complex growth strategies, and create sustainable value. His leadership style emphasizes accountability, innovation, and a clear focus on results, making him a trusted partner to both clients and colleagues.

Education

- Ferrum College, B.S., 2009

Awards

- Bluegreen Emerging Leader Award