

Recognizing Extraordinary Commitment to the Industry: New ARPs and RRP

BY DARLA ZANINI, RRP

The ARDA International Foundation (AIF) is proud to welcome one new Associate Resort Professional (ARP) and 22 Registered Resort Professionals (RRPs), approved earlier this year.

These designations require individuals to demonstrate a commitment to the time-share industry, business ethics, and personal growth and development—through participation in a variety of industry meetings, volunteer activities, and learning experiences. Their hard work has earned them their new titles, recognition in the industry, and a variety of knowledge and experience across the board.



Drew Reynolds, RRP

As co-founder of TrackResults Software, Drew Reynolds has worked with numerous companies in the vacation and travel

industry to build their business strategy, using analytics. Since 2005, he has managed

the company’s overall direction, planning, design, and development by keeping the focus on increasing profitability for all of his clients. He has been a speaker at GNEX, AOCAP, and ARDA World events—and TrackResults Software won the Perspectives Magazine Best Product Development Award in 2014.

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Sean Nickerson, RRP

Sean Nickerson is a co-founder of TrackResults Software (TRS), a business intelligence provider to the vacation ownership

industry, and he oversees marketing and communications, and association outreach. His company exhibits at ARDA World, sponsors ARDA events, and is a member of ARDA’s Technology Committee.

Sean’s career in vacation ownership began in 2003 as an OPC for Westgate Resorts in Park City, Utah. Since that time, he has been involved in all facets of sales and marketing in the vacation ownership industry, including owning a marketing company for over a decade. With the entire founding team, TrackResults has grown from a small start-up company to an international brand with clients in the United States, Mexico, Brazil, Bahamas, and Asia Pacific.