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## EXHIBIT B

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# KEITH VIEIRA

*PART 1 OF 2*



Kamehameha Schools®

TRUSTEE SEARCH 2025-2026



August 31, 2025

Aloha,

It has been my lifelong belief that, if we are to improve our community and the lives of those around us, it must come through education.

Knowledge and wisdom gained over the years will hopefully be beneficial. My perspective comes from having worked in Hawaii's visitor industry for close to fifty years, rising through the ranks to eventually lead one of the state's largest employers. When I started out in the hotel segment of the industry, "locals" were promoted only to a certain level while top leaders, many who were unfamiliar with the unique nature of our islands and culturally insensitive, were imported. Over time, and with support of others who looked like me and had the fortitude to make things happen, that model changed. In my various positions over the years, it always gave me great pleasure to bring someone along, to give an individual the confidence to aim higher than they ever thought possible and to see these people rise to positions of leadership.

My journey eventually led me back to my alma mater, the UH Shidler College of Business, where I now volunteer my time to teach two personal branding classes each semester as an Executive-in-Residence. I participate in the MBA orientation program, providing insight to students about business in Hawaii, non-profits, and entrepreneurship. I also serve as the Advisory Board Chair for the school of Travel Industry Management, which falls under the auspices of the Shidler College of Business.

Serving as a St. Louis School trustee has been challenging, but it has been some of the most fulfilling work I've done. After extensive consideration and with the support of community partners, we have embarked on a program to engage the entire school community-students, educators, and parents-in the pursuit of better health outcomes through education incorporating traditional Hawaiian diet and teachings.

Kamehameha Schools, with its legacy and considerable tangible and intellectual assets, is well-equipped to provide a good path forward for our Native Hawaiian community. I would consider it an honor to serve this community, especially keiki, at this stage in my career and life.

Mahalo for the opportunity.

Aloha,

A handwritten signature in black ink that reads "Keith Vieira". The signature is fluid and cursive, with "Keith" on the top line and "Vieira" on the bottom line.

Keith Vieira



Statement  
Keith Vieira

Fulfilling the wishes of Ke Ali'i Bernice Pauahi Bishop in today's world is a complex yet necessary challenge the trustees of Kamehameha Schools (KS) must meet. I had a taste of it when I served as chair for Ho'okako'o Corporation (HC) in its formative years, when the first post "broken trust" trustee group was looking to change Kamehameha School's paradigm for managing its responsibility to provide educational opportunities to Native Hawaiian keiki.

To extend their reach beyond the limitations of its existing school structures and enrollment, they had the wisdom to partner with the state Department of Education to convert select under-performing and high-need public schools to a hybrid "public conversion charter school" model. Starting with Waimea Middle School on Hawaii Island in 2003 and followed by Kualap'u Preschool and Elementary School on Moloka'i in 2004, then Kamaile Academy in Wai'anae, KS provided significant financial support and on-going guidance for educational leadership, curriculum development, student services and community engagement. Meeting its mission to provide high-quality and sustainable Hawaiian-focused educational opportunities at these schools with significant Native Hawaiian student populations was no easy task. At the time I chaired Ho'okako'o, the position included chairing the individual school boards. Over the course of my ten-year tenure, I gained valuable insight into the difficulties and challenges they faced and a deep respect for KS's drive to improve access to education for their beneficiaries.

It is critical that KS trustees provide a clear, strategic direction to those they serve both within the school family and the community at large. Trustees must ensure the Trust remains sustainable and thrive as a business in order to safeguard educational priorities and goals.

The power of education is boundless, and access to it is like the tide that lifts all boats. It is imperative that KS keep steadily expanding its reach to provide access for all Native Hawaiian keiki. Its vision to provide access to pre-school is a key element to changing the trajectory of a child's educational journey. Embracing our youngest learners with a KS-driven education will enrich the vocabulary of children from a very young age, ignite their imagination and encourage their curious nature, cultivating life-long learners with a social and cultural consciousness.

The trustees must also be generous in their support of those charged with educating our keiki, to put effective tools in their hands, and to open pathways that will lead to successful outcomes for both educator and student. The Mu'o Scholarship Program with Chaminade is an excellent example; I hope it has been successful and will extend beyond its third year.

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[REDACTED]

[REDACTED]

[REDACTED]



## Executive Profile

### Keith Michael Vieira

Keith Vieira, a native Hawaiian, was born and raised in Hilo, Hawaii, graduated from St. Joseph High School in 1974 and headed to college at the University of Washington. He returned to Hawaii to complete his degree in Personnel and Industrial Relations at the University of Hawaii College of Business Administration, graduating in 1979.

While attending UH, he held jobs in the tourism industry; he was a tour escort, a bus driver, a bouncer at the Hyatt and Oceania showrooms. His career at Sheraton Hotels began in 1981 when he was hired as Sales Manager for Tihati's Polynesian Show at the Sheraton Moana Surfrider. He moved on to become the hotel's Director of Sales and then served as Director of Sales and Marketing at Sheraton Kauai.

In his first corporate role with ITT Sheraton, he was appointed Director of Communications, which included management of all advertising and public relations for its Asia Pacific Division. From there he became the Director of Wholesale Travel Services, then Director of Development. He then moved on to become the Assistant Director of Operations, and in 1989 was promoted to Senior Vice President of Sales and Marketing, overseeing Sheraton's Hawaii Division.

After Starwood Hotels & Resorts Worldwide, Inc. completed its \$14.6 billion acquisition of ITT Corporation (in 1998) thereby creating the largest hotel and gaming company in the world, Keith was appointed Senior Vice President Director of Operations, the top job in Hawaii, to lead its Hawaii and French Polynesia Division in 1999. He played an integral role in adapting the operations, goals, and mindset of teams within his division to excel in this huge global organization that evolved from one brand to a broad portfolio of nine and ranged from affordable to luxury. During his oversight of this region, he led one of Starwood's most successful leisure destinations in a corporate portfolio of over 1180 properties in 100 countries around the world. He directed Hawaii's largest private employer and was responsible for the largest marketing budget in the state at the time. He also grew the region with the addition of 18 properties in Hawaii, Samoa and French Polynesia.

Keith is community-minded and a strong advocate for providing Hawaii's youth leadership opportunities in our tourism and hospitality industry. One of the key initiatives during his tenure at Starwood is growing the division's internship program to 150 interns each year, and the management trainee program for college graduates to 25 per year. These programs gave numerous local students and college graduates the opportunity to learn about Hawaii tourism first-hand and opportunities to pursue successful careers in this industry.

He created Starwood Hawaii's Na Wahine Diversity Council with a mission to expand female leadership within Hawaii's hotel industry and promote leadership roles for our diverse ethnicities. Notable participants in these programs include top industry executives and general managers Nicole Okuna, Kelly Hoen, Angela Nolan, Teri Orton, and Cheryl Williams.



During his journey, Keith was recognized as the Salesperson of the Year by Sales and Marketing Executives (SME), a formal acknowledgement of his intimate working understanding of the consumer direct market, and of the distribution system of travel agents and wholesalers. He was also part of the 2003 class of inductees into the University of Hawaii Shidler College of Business Hall of Honor.

Upon retiring from Starwood, Keith started KV & Associates Hospitality Consulting in 2014. He leverages his experience with diverse properties, working in close partnership with resort owners in a management franchise and advisory capacity. He has direct involvement and oversight of hotel acquisitions and new-builds, and extensive work in the assessment and execution of renovations, repositioning and rebranding, strategic planning and investment strategies, sales and marketing, operations, and workforce development. Clients included Anshutz, Avenue Capital, Oaktree Capital, Alexander & Baldwin, and KSBE. He currently provides guidance and support for hospitality assets in Hawaii, California and French Polynesia.

In 2023, the University of Hawaii Shidler College of Business' School of Travel Industry Management presented Keith the Legacy in Tourism award, given to individuals who have made significant and long-term contributions to Hawaii's tourism industry.

He teaches two classes as an Executive-in-Residence at The Shidler College of Business and continues to support the Keith Vieira Ho'owaiwai a Ho'ona'auao Endowed Scholarship. He is Chair the University of Hawaii School of Travel Industry Management Advisory Council and serves on the Advisory Council for The Shidler College of Business.

Keith remains engaged with current hospitality leaders in Hawaii and abroad and continues to be regarded as a spokesperson and protagonist for Hawaii's tourism industry. His philanthropic interests are primarily focused on the tourism industry and education.

#### Boards (Past and Present)

Blood Bank of Hawaii

Catholic Charities Hawaii

Friends of Hawaii Charities

Good Beginnings Alliance

Hawaii Business Roundtable

Hawaii Children's Action Network

Hawaii Convention Park Council

Hawaii Tourism Authority

Hawaiian Telcom

Honolulu Festivals Foundation

Ho'okako'o Corporation (chair)

Juvenile Diabetes Research Foundation

Kamehameha Schools (Advisory)

Roberts Hawaii

St. Joseph School Foundation

St. Louis School Trustee

University of Hawaii – College of Business Administration/The Shidler College of

Business

University of Hawaii – Travel Industry Management School

Waikiki/Oahu Visitors Association

YMCA Hawaii

**Candidate Information**

Name: Keith M Vieira

Company: KV &amp; Associates, Hospitality Consulting, LLC

Role: Principal

Date: Oct 16, 2025

**Reference 1**Relationship:  SUPERVISOR  PEER  DIRECT REPORT

Name: Larry Johnson

Company: BOH

Title: Retired CEO

Phone: [REDACTED] Location/Time zone: [REDACTED]

Email: [REDACTED]

Notes/Special instructions:

**Reference 2**Relationship:  SUPERVISOR  PEER  DIRECT REPORT

Name: Julie Nakayama

Company: Kyoya Company

Title: EVP- Finance

Phone: [REDACTED] Location/Time zone: [REDACTED]

Email: [REDACTED]

Notes/Special instructions:

**Reference 3**Relationship:  SUPERVISOR  PEER  DIRECT REPORT

Name: Vance Roley

Company: University of Hawaii Shidler College

Title: Dean

Phone: [REDACTED] Location/Time zone: [REDACTED]

Email: [REDACTED]

Notes/Special instructions:

## Keith Vieira

### REFERENCE > PEER

Larry Johnson  
CEO (former), Bank of Hawaii

[REDACTED]

#### RESPONSES PROVIDED BY PHONE

I am retired but was employed at Bank of Hawaii for 42 years, where my last title was Chairman and Chief Executive Officer. I've known Keith for about 50 years; he was a customer of Bank of Hawaii, and our banking experience with him was always excellent. Most of my relationship with him has been through the visitor industry and socially. We were on the Board together at Hawaii Tourism Authority and have been associated with on another with various visitor industry activities.

Keith grew up in Hilo and is a Native Hawaiian. He's probably one of the most intelligent individuals that I've ever known. I know he went to the University of Washington for a couple of years, maybe a year or two. Then he returned to UH, and graduated from the UH School of Business. During that time, he was working part-time in the visitor industry as a bus operator, bartender, and a bouncer. I think one of his first jobs in the visitor industry was working with Tihati when Tihati had his review in one of the Sheraton hotels. I'm not sure what his position was, but he was very close to them at that time. The values most important to Keith are honesty, integrity, and hard work. I've never doubted his honesty or his integrity. He's obviously a very dedicated worker because no one gave him a break—everything he has become in life, he has earned. He has an excellent work ethic, is a good family man, and has many friends. I've known his wife, Joanne, for many years, and his son, Kekoa, who now works here in town.

To my knowledge, Keith is pursuing the role of a Kamehameha Schools trustee because, as a Native Hawaiian who has lived here all his life, he has a sincere concern over many issues facing the Hawaiian community. I've talked to him about those issues, although not directly about Kamehameha Schools. He has a very strong business background. When he ran Starwood Hotels, he was the number one person for Starwood in Hawaii, as well as in Tahiti and Samoa. At that time, they probably employed more people in Hawaii than any other company. He has a good background in strategic planning, is very strong in finance. I know of individuals who have gone to Keith for his opinion on various proposals with positive results. He has shown his commitment to serving the Native Hawaiian community by being involved in organizations that support and assist Native Hawaiians. I know he was on the Kamehameha Schools advisory board at one time. He's been active in several non-profits that were formed to help Native Hawaiians facing economic difficulties, homelessness, and other challenges.

Keith's leadership style is strong and direct. He gets right to the point. He's a good listener, but he doesn't put up with much in the way of nonsense. He likes real people who are honest and direct, and he doesn't go for phonies. He is articulate and well spoken. I think he's still involved with the Shidler School of Business, where he teaches two classes related to the visitor industry. He's also received several awards, including Sales and Marketing Person of the Year and two awards from the University of Hawaii, recognizing his work with young people and for his teaching at the

university. He manages conflict and navigates disagreement by being a good listener and not being afraid to come forward with his opinion. I've never really been directly involved with him in business, but from what I'm able to determine, he's able to work well with people. He listens well. He has the ability to understand various ethnic groups and personalities. His decision-making style is taking the time to analyze whatever the question is at hand and using his experience to come forward with his opinion and decision regarding that particular matter.

I see Keith performing well in the role of a Kamehameha Schools trustee. He has had a variety of business experiences and has worked with various community organizations. He has a history of success in business, particularly in finance which will prepare him to succeed in a trustee environment. He's been involved in a number of organizations in the past and has been able to gain a significant amount of experience. I would describe Keith's financial acumen as one of his strongest points, primarily because of his experience and his intellect. He's able to fully understand finance and the investment environment. I am confident that Keith has the background and skills to perform admirably in the role of Trustee.

I believe that Keith will be very effective as a representative of the school. He is well known in the community and has the kind of reputation that exudes confidence and integrity. I believe he will represent Kamehameha Schools very well. I think he's the type of person who, if selected to become a trustee, would represent the ideals and culture of Kamehameha Schools. He's worked for big corporations where he's been in a position to adjust and follow corporate philosophy.

Keith's reputation in the community is that he is respected and well-liked. He's considered to be a good friend of many people with different backgrounds. He's looked upon as someone who was born and raised here and has been extremely successful in whatever he has decided to do. If Keith is selected, I believe that the community would view his appointment as a positive one. I do not believe there is anything in Keith's personal or professional life that would negatively impact the reputation of Kamehameha Schools.

I have been with Keith in a number of different situations, both business and socially. He's always conducted himself well. I've been extremely impressed in various business situations where he's been able to get right down to the bottom of a complex situation. He's quick analytically due to his experience and intellect. I, along with many others in this community, would be pleased to see him in this position.

#### REFERENCE CHECK BY:

Chantelle Zane  
Inkinen Executive Search  
October 28, 2025

PROFESSIONAL REFERENCE

► INKINEN

This reference transcript will be submitted to the Probate Court of the State of Hawaii for review and final approval of the selected finalists for Trustee of Kamehameha Schools.

*Lawrence M. Johnson*  
Signature

*11/7/25*  
Date Signed

*Lawrence M. Johnson*  
Print Legal Name

## PROFESSIONAL REFERENCE



Keith Vieira

## REFERENCE > PEER

Julie Nakayama  
Vice President & CFO, Kyo-Ya Management Company

## RESPONSES PROVIDED BY PHONE

I work at Kyo-Ya Management Company as their Vice President and Chief Financial Officer. I have known Keith for over 20 years, having first worked with him at ITT Corporation, and later at Starwood Hotels and Resorts. I started at Kyoya as Assistant Director of Finance, which is when I was introduced to Keith, who was the Senior Vice President at the time. In 2001, I became Senior Director of Finance, and I worked more closely with Keith, as Kyoya's properties were a sizable portfolio for Starwood, involving regular collaboration on numbers, operations, and renovations. I worked directly with Keith for nearly ten years, initially on the ownership side while he focused on operations, and later under him at Starwood Hotels Worldwide.

As a professional, and I would say personally, Keith is very supportive. He challenges you in all the right ways, making sure you're truly pushed to reach your highest potential, even when you don't necessarily think you're ready. He'll challenge you to continue growing, whether it's mentoring others or embracing people who may not be in your usual wheelhouse. He ensures you're very collaborative and challenges you to be a better person. He has that unique skill set to be both supportive and challenging, and he looks at you not just as a worker, but as someone who shows up, presents themselves, and is perceived in a way that gives you a full perspective of yourself, which still resonates today. The values that are most important to him are integrity, consistency, transparency, and honesty. He believes in being clear about where you stand, and he's very good at providing feedback. He's super intelligent and prides himself on being a good mentor and a great connector to people. He knows so many people in the industry, as well as within the community, and he's very well respected for those things.

To my knowledge, Keith is pursuing the role of a Kamehameha Schools trustee because he truly feels that he can make a positive difference and believes in giving his full commitment to any cause he embraces. He is very well respected in the community. Whether he is working with Chaminade University, the St. Louis kids, or kids from Hilo, he is very much a strong proponent of the entire child. It's not just academics for him. He also thinks about mental health, their overall health, and how to make sure that you're building a secular child and someone who is going to be highly functioning in the community. He really challenges people on where they're vulnerable and focuses on leading with vulnerability – where you build relationships through that vulnerability and by being very authentic. His background has prepared him for this position because he consistently demonstrates that he gives 110 percent to anything he's involved with. I don't think he'd pursue anything without being willing to give it his all. Even when it's hard, he'll try to do the right thing, even if it's not necessarily something someone wants to hear. If he believes that it's for the good of the school, the child, the teachers, or the faculty – and that it moves you in the direction you need to go – he's going to be that champion and make sure that you stay on task and, most importantly, achieve and exceed the task.

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Keith's leadership style is very much take-charge, task-oriented, and highly strategic. He is very much a taskmaster in a sense, but also very strategic. I sit on the travel industry executive board with him, and he very much knows what the students need because he also teaches classes there. With his long experience in the hotel liaise industry, he also knows what the industry needs and what the students need to succeed in the industry. He makes sure that the professors are aware of how academics are very important, but also how to partner with the industry leaders, get them in the classroom, and build those relationships with the employers very early on in their college journey to make sure that they're ready. In the sense that you know the right people in the industry, you're sure and confident in the discipline within the industry that you might be interested in, and how to partner with the industry professionals to get you ready for that next step, whether it's internship, managing trainee, or direct placement. Wherever you are in the journey, he wants to make sure that those kids come out prepared. He'll meet with the professors, meet with the advisory council, and really challenge them on how they're pivoting and adjusting the curriculum to stay in front so UH can remain or get back to the top ten hotel industry in the nation.

Everything Keith does is very mindful of what those goals are and he is always reminding the council of those goals and if what we're talking about is moving them towards that strategic plan. Every meeting that we have is very much around those goals and that strategic plan. Everything he does is very tactician-based in making sure what we're talking about moves us closer to our strategic goals. He's always been that way, saying things like 'This is a great goal for next year, but if you have a renovation coming up, what does that three-year strategic plan look like? Do you have the right people in place? Is your food and beverage there?' Everything is about making sure you hit those goals, and then he's there to ask where your gaps are, what are we going to do about it, how are we going to achieve it, and then making sure that he's leading them towards those goals and aligning everybody behind that. He's really good at making sure that people stay on task with that. He's also highly adaptable, whether it's a change, whether it's an Iran war, whether it's 9/11, whether it's a union negotiation year, he takes those additional factors into place and sees how his strategic plan needs to pivot or adapt to that changing environment as well. He continues to challenge the team to hit their financial goals and their placement goals of where the property should be in the overall industry and then makes sure that everybody is along for that journey. When someone falls short, he counsels, helps and challenges them where they need to grow and adapt.

Keith is really good at keeping you on task as well as challenging you to adapt. He will continue to challenge you and ask those hard questions that people may not necessarily want to face. One of my favorite things about Keith is that he's not a salmon that's going to just swim downstream. He's going to very much swim upstream and then make sure and cheer everybody on to turn around. 'We're going that way! We're not here to go the easy route. We're here to do hard things. We're here to make sure we put ourselves on the map and learn how to lean into the journey and to be bigger and level up!' That's always something that Keith is fantastic about. He challenges the status quo, allowing you to be better and dream bigger than you thought you could.

Keith manages conflict and navigates disagreement and a lack of consensus by being both driven and open-minded. Keith can very much be driven toward his strategic plan, but it's about getting people aligned. He asks the hard questions when someone doesn't agree with the plan, whatever that is. He's always going to ask them the why. I think if he agrees with the why or understands the why and supports the why, then he's going to adapt to it. He is very much open to feedback and actively listens. He's not stubborn just to be stubborn. However, he does want to understand the why. He doesn't want to just go along with it simply because someone doesn't agree with him. He

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needs to understand where they're stuck, where they're resisting, or where their hang-ups are. Then he wants to address those hang-ups head-on. One example I can give you is the professors at UH. They're very much focused on being published, which is very important to them because it helps them get tenure and pursue additional PhDs or opportunities. However, that doesn't necessarily translate into the hospitality industry. One of the things that we had talked about as an executive council that was Keith's idea, is how can you publish to support the industry? We're not necessarily telling them what to publish, but one example is that we know resident sentiment isn't that strong around the hotel industry. It's kind of common knowledge that it's one of the headwinds we're facing. He challenged the professors: why don't you try to publish something that directly addresses or puts ease to resident sentiment? They're an impartial third party, which again, means they're interested in making sure that the travel industry management school succeeds, the professors succeed, and that the industry is shown in a good light. It helps with what's important to the professors while also helping the school move forward. It's something that the professors would buy into and support. He's not telling them what they need to publish, but suggesting that they could focus on something around that topic. Another example is that everyone in the industry is very focused on sustainability. Keith asked if the professors could write about how the industry is very supportive of sustainability, which the community may not know. Again, that can help everybody's goals. He tries to look for the win-win-win at all levels, and that's one of the things that is really great about him as well.

His decision-making style is very focused on the overall strategic goals, and he is very much focused on making sure that we all reach those goals together. That's the key thing. It's very much about making sure that everybody agrees and aligns behind the goals, and then leading them toward that goal. He constantly reminds everyone of the goal and the strategic plan, whether what they are doing serves that or not, and challenges them on it. His leadership style is also very supportive. If he thinks you didn't do well in a meeting or didn't present well, he'll take the time to call you and ask, 'Hey, how did you think that meeting went?' He talks through what he observed, where he thought you struggled, and what you needed to do to improve. He does this in private, not in public. He takes that separate phone call to see where you struggled. If he noticed there was a conflict or someone didn't feel agreement and wasn't just saying yes to say yes, he would make another phone call to say, 'This is what I saw in the meeting. One, is that really how you felt? Two, I want to talk about it. Three, what did you not see during that meeting?' He handles these situations behind closed doors, so he does not call anyone out publicly when it might make them uncomfortable. He takes that extra step to make sure that one, you feel supported, two, you are aligned and engaged, and three, if you are struggling, he provides resources, additional help, or suggestions to ensure you feel supported. He is really great at taking that extra step, even where you might not expect it. He makes sure that you are well-prepared and supported, which is a leadership characteristic you don't normally see.

I see Keith performing exceptionally well in this kind of governance role as a Kamehameha Schools trustee. I think he'd be really good in it. Whether it's at Chaminade, at St. Louis, at UH, or anywhere he is, he's able to handle responsibilities effectively, and he's really great with numbers. I think that's actually one of his strong suits – being mindful of what the fiduciary responsibility is. I know he holds Kamehameha Schools in very high regard; otherwise, he wouldn't be applying. I have no doubt that he's able to do anything and everything that the school needs. He is very strong at strategic planning and very strong at making sure that you pay homage to what and who you represent on these various boards. His financial acumen and capacity to understand fiscal matters at a high level is really good. I'm a numbers girl and I've never seen someone absorb data as quickly or understand what an increase in red part ADR would do to the bottom line as quickly as Keith. No matter what he does, he always has that financial lens on things. He is also very

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honest about whether I'm creating achievable goals. He wants to challenge people on those financial numbers, but he always wants to be fair and realistic as well. He is not just pulling numbers to pull numbers, but very much saying, 'This is what I think you guys have to do in order to achieve X, Y, and Z. If you don't do this, then you're not going to be able to get to X, Y, and Z.' He is very smart and very quick with numbers. I don't think I've seen an executive as quick as he is with numbers. He is very much able to do that independently. He gets a handle on the numbers very quickly; it is almost scary. When I see him do that, I always feel the need to double-check him at the end. I will write down the numbers that he provides, and when I go back, he is so close to it, it is almost scary, and it just makes it impressive. I am really impressed when he quotes me numbers and gives me numbers. He is pretty smart on all of it.

Keith would be extremely effective as a representative of the school. I think he would be phenomenal. He is very confident, very intelligent, and very polished. I have never seen Keith, even when he is not in a professional setting, fail to present himself exceptionally well. He always looks put together, whether he is attending a board meeting, receiving an award, or even working out at the country club. Even in workout gear, he looks like he could walk into the club without needing to change. He consistently represents himself well. I have no doubt that he would carry this same level of professionalism in any context, whether it is showing up at a lunch meeting, a board meeting, or receiving a legacy award for tourism. What is especially impressive about Keith is his character. Even at the height of his career and with all of his achievements, he maintains lifelong relationships. For example, at the Legacy of Tourism event where he received a lifetime achievement award, his table was filled with five gentlemen he has known since he was five years old. They are still some of his best friends today and continue to travel together. This demonstrates that Keith meets people where they are and brings them along his journey.

I feel Keith would be very effective at separating his personal views from an opposing or neutral stance that he would have to take as a representative of Kamehameha Schools. Keith definitely has an opinion on how people in the Hawaiian community show up, and he wants it to be less divisive and more about coming together for a common cause. He wants to make sure that everyone is representing themselves well. He wants to see the Hawaiian community do better for themselves, not to increase the divide, but to close it. That desire to close the divide is one of the things that frustrates him the most, but it is also what everyone needs. He is there for the right reasons, and his heart is in the right place. If there is a way for him to expand his outreach to help close that divide, he is definitely one of those people who can make it happen because he is a local boy from Hilo. He is very approachable and knows many people in the community.

Keith's reputation in the community is solid. Solid in the sense that if you need him, you could call him up and ask him for anything. I was recently doing the call center for the Kapi'olani Medical Center. Whenever I call, I know he is going to be there. He is going to show up, not necessarily for a cause that is important to him, but if it is important to you and he values you, he is going to show up. He is going to learn about what is important to you and why it is important to you. Ultimately, he is going to be able to support that and then see what he can do to expand it. For example, I called him up for women's breast cancer a month ago and needed him to donate money, and he did that. He also asked what else was needed and how we could make it bigger. Since he knows so many people in the community and is so well respected, he is ultimately going to know someone who is able to help you. He then takes that relationship and connects you to the person who can help, which is phenomenal. He uses his own relationships to help you, and he does so because he has that relationship with you, trusts you, and values you. He will do it just because he can, and he does, which is great.

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If critics were to speak about Keith, they might say he has too much passion for things. It is going to sound crazy, but it is both a blessing and a curse. He is so passionate about what he cares about, and he wants everybody else to be as passionate as he is. When others are not as passionate, he may wonder what is wrong with them, even though they simply may not have the same bandwidth as him. He has endless energy and endless passion, and sometimes others cannot keep up. That is probably the biggest area for improvement, but you cannot fault him for how passionate he is about something. It is one of the things that is most admirable about him. At the same time, when someone is not in their extroverted self and needs a moment to retreat, he can push to keep going, saying, 'Come on, let's go and play,' while others may just want a pause. That relentless energy and drive is probably his greatest blessing, but it also means he has no pause and no stop. He just wants to keep going and sometimes I can't keep up with him. I do not believe there is anything in Keith's personal or professional life that would negatively impact the reputation of Kamehameha Schools.

I think the last thing that I will share is that if you are lucky enough to be in Keith's corner, there is no place better. To have him be your champion is truly one of the best blessings of my life.

## REFERENCE CHECK BY:

Chantelle Zane  
Inkinen Executive Search  
October 28, 2025

This reference transcript will be submitted to the Probate Court of the State of Hawaii for review and final approval of the selected finalists for Trustee of Kamehameha Schools.

Signed by:

  
Julie Nakayama

Signature

11/11/2025

Date Signed

Julie Nakayama

Print Legal Name

**PROFESSIONAL REFERENCE****Keith Vieira****REFERENCE > PEER**

Vance Roley

Dean, University of Hawaii Shidler College

**RESPONSES PROVIDED BY PHONE**

I'm the Dean of the Shidler College of Business at the University of Hawaii at Manoa, and I've known Keith pretty much my entire 20 years here at the university. When I came here on January 1, 2005, he was already a member of the school's advisory board. At that time, Bob Clark, CEO of HEI, formed a new advisory board, and Keith was selected to be part of it, as Bob wanted the board to consist of most of the business leaders in Hawaii. We would report to the board and get advice on various issues we were facing, and we also relied on the board for fundraising, which is crucial for Shidler College of Business, as well as for internships and career opportunities for our students. It was a deep business relationship among the different members of our advisory board.

Keith is a leader, no question about it, and he really takes great pride in mentorship. He has a whole string of senior executives in the hospitality and tourism industry here in Hawaii that I think he's mentored and is largely responsible for their success. He's a very charitable person as well. He's a leader in the community, and I think he's had a big impact on a lot of people's lives. The values most important to Keith are integrity and helping people from Hawaii, especially Native Hawaiians, succeed. He really values supporting others in Hawaii, and it's something he's deeply committed to.

To my knowledge, Keith is pursuing the role of a Kamehameha Schools trustee because of the importance of the school in the community, and it's natural for him to be willing to be considered for this position. He has served on a variety of other important boards in Hawaii and has contributed greatly to the success of those organizations. His background has prepared him for this position through his willingness and desire to help the people and students from Hawaii succeed. Keith is viewed as one of the significant business leaders in Hawaii. Even though he left Starwood some time ago, he has his own firm now and still has a huge impact on the hospitality and tourism industries. He is one of the major spokespeople in the community, and when something happens in the hospitality and tourism industry, the Star-Advertiser, for example, goes to him for his opinion and forecast on the impact.

Keith has shown his commitment to serving the Native Hawaiian community through his work with the Travel Industry Management School. In 2019, I asked him to be the chair of our advisory board, and he has played a huge role in having the school reach out to local high schools, particularly on the west side, where many Native Hawaiians are. He has focused on informing students at public schools, where many might not be aware of the opportunities in the hospitality and tourism industry or at the TIM school. Keith has also taken some of our students twice a year for mentorship programs, where he talks about personal branding, how to sell yourself, and how to make yourself attractive to employers. His background and commitment have been centered on finding opportunities for public school students, many of whom are Native Hawaiian.

## PROFESSIONAL REFERENCE



Keith's leadership style is a balance of being forceful and listening to others. He doesn't just force his opinion on people; he presents what should be done but also listens to what others have to say. People respect that. Once he gets everyone on board, he is determined to get the goal done because he is a strong and forceful leader. He has been the chair of the TIM School Advisory Board since 2019, and he's shown leadership in initiatives like engaging local public high schools and helping connect more local tourism and hospitality companies with our students for internships and career placements. He gathers people together, gets recommendations, and initiates actions quickly and efficiently. He manages conflict and navigates disagreement by listening to others, even if he has strong opinions. In my experience with him, particularly through his involvement with the Shidler College of Business and chairing the TIM Advisory Board, he'll share his opinions but accepts when someone disagrees with him. If someone doesn't agree, it may or may not change his mind, but he won't dismiss their viewpoint. His style is to be respectful, and he exhibits a lot of respect toward others, even if their opinions differ from his. His decision-making style is decisive and informed. He's very smart and makes decisions based on the information he gathers. While some people may not agree with his decisions, he respects their opinions and listens to them. He may adjust his decision on the margins, but he is not afraid to make a decision.

I think Keith would perform very well in this kind of governance role as a Kamehameha Schools trustee. He would be totally on board with the mission and vision of the school. Again, I think it would be natural for him to fully buy into all of what you just described. He has great financial acumen and a strong capacity to understand fiscal matters at a high level. He's one of our Shidler College of Business alums and had a very successful business career with Starwood, continuing to be highly successful in his consulting business. His expertise is all about business advice and running businesses. He was hugely successful at growing Starwood, and I think he has the highest possible business acumen.

I think Keith would be very effective as a representative of the school. Again, we have him representing Shidler College of Business in two different ways, with our Shidler College advisory board and with the TIM School advisory board as chair. He also teaches a couple of classes for us, so we're very happy to have him represent Shidler College. I think he'd be a good representative of Kamehameha Schools as well. I believe he would effectively separate his personal views from an opposing or neutral stance as a representative of Kamehameha Schools. He listens and, while he has his own views, I think if he had a personal view that was different from what he signed up to do as a trustee of Kamehameha Schools, he would act in the best interest of the organization. Based on my experience with him, I'd be confident that he would prioritize the organization's needs over personal views.

Keith's reputation in the community is very good. He's involved in other organizations with business leaders in town, and I've not heard anything but good things about him. When we were forming our new advisory board for the TIM School, I asked around who might be a good person to lead it, and the consensus was that Keith would be very good for the role. I think his reputation is excellent, and when the Star-Advertiser wants someone to comment on the future of tourism in Hawaii, they go to Keith. Critics might say that Keith can be a little too aggressive at times, especially since he's forceful in making decisions. However, I haven't heard anyone really say that. While some may perceive him as aggressive, they would miss the fact that he actually listens to others. He may disagree with someone, but he respects their position and takes their views into account. I do not believe there is anything in Keith's personal or professional life that would negatively impact the reputation of Kamehameha Schools.

## PROFESSIONAL REFERENCE



I think Keith is a really good choice to represent Kamehameha Schools. I wish him well in that journey. He's volunteered with a lot of different organizations, including Blood Bank of Hawaii, Hawaii Children's Action Network, and I think he did Catholic Charities of Hawaii. He was also a trustee at St. Louis School. There is a long list of things that he's done. In addition to his volunteer and charitable work, he's done work here at the University of Hawaii as well. He is somebody who gives back and it's not surprising he would be a candidate for this position because he's all about giving back, especially at this point.

REFERENCE CHECK BY:

Chantelle Zane  
Inkinen Executive Search  
October 28, 2025

This reference transcript will be submitted to the Probate Court of the State of Hawaii for review and final approval of the selected finalists for Trustee of Kamehameha Schools.

Signed by:

Vance Roley  
Signature

Vance Roley  
Print Legal Name

11/4/2025

Date Signed



**CONFIDENTIAL**

**Requested:** 10/17/25

**Printed:** 10/20/25

**Background Verification Report**

**Completed:** 10/17/25

**Provided To:** INKINEN & ASSOCIATES

**Attention:** Inkinnen Executive Search

**Subject:** VIEIRA, KEITH MICHAEL

**SS #:** [REDACTED]

**Address:** HI

**Reference:** 00185328

**BACKGROUND CHECK RESULTS**

**STATEWIDE, HI**

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**Search Type:** Felony and Misdemeanor, UNLIMITED  
**Court Searched:** STATEWIDE  
**No Court Records found in the jurisdictions searched.**

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**End Of Report**

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## DEGREE VERIFICATION RESULTS FOR VIEIRA, Keith Michael

### INFORMATION VERIFIED

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Name On School's Records:	KEITH MICHAEL VIEIRA
Date Awarded:	12/23/1979
Degree Title:	BACHELOR OF BUSINESS ADMINISTRATION
Official Name of School:	UNIVERSITY OF HAWAII AT MANOA
Major Course(s) of Study:	PERSONNEL & INDUSTRIAL RELATIONS
Dates of Attendance:	01/20/1975 to 12/23/1979
Major Course(s) of Study:	PERSONNEL & INDUSTRIAL RELATIONS



## **EMPLOYMENT VERIFICATION RESULTS FOR VIEIRA, Keith Michael**

### **INFORMATION VERIFIED**

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EMPLOYER: Starwood Hotels and Resorts Worldwide

JOB TITLE: SVP of Operations for Hawaii and French Polynesia

EMPLOYMENT DATES: Jan 1981 – Dec 2013

VERIFIED BY: Serge Rivera, President of The Americas and CEO of Vacation Ownership

### **INFORMATION VERIFIED**

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EMPLOYER: KV AND ASSOCIATES, HOSPITALITY CONSULTING, LLC

JOB TITLE: Member

EMPLOYMENT DATES: Aug 15, 2013 - Present

VERIFIED BY: DCCA Website



# Keith Vieira

## Social Media Report

This report has been prepared for lawful purposes solely for the end-user and individual identified above. It may contain certain social media entries, internet content, and news stories related to the individual. The report may be used by the end-user strictly in compliance with applicable federal, state/provincial, and local laws.

### California Notice

This report does not guarantee the accuracy or truthfulness of the information as to the subject of the investigation, but only that it is accurately copied from public records. Information generated as a result of identity theft, including evidence of criminal activity, may be inaccurately associated with the consumer who is the subject of this report. Consumer Reporting Agency (CRA) shall provide a consumer seeking to obtain a copy of a report or making a request to review a file, a written notice in simple, plain English and Spanish setting forth the terms and conditions of his or her right to receive all disclosures, as provided in Cal. Civ. Code § 1786.26.



# Keith Vieira

## Social Media Overview

### Abstract



#### Social Media Presence

Keith Vieira has a below average social media footprint. Keith posts infrequently and the latest post was on Oct 20, 2025 on Facebook. Keith has a below average number of followers on social media.



#### Content Analysis

Keith's sentiment has been neutral over the past 2 years.



#### Digital Footprint

Keith Vieira has no flagged posts.

2

Profiles

0

Flagged Behaviors



## Social media platforms with no profiles matched

The following is a list of social media platforms that were searched and where no profile for your subject was found with greater than 70% confidence.



## Social media profiles matched and analyzed

The following is a list of confirmed profiles associated with this subject, identifiers used, and following/followers/ post count statistics. A lock icon indicates this profile was set to private and therefore no posts were analyzed.

Social Media Profiles	Bio	Provided	Identifier Key	Following	Followers	Post Count
 Keith Vieira keithvieira	Workplace: KV & Assoc., Hospitality Consulting, LLC   Lives in...	    		386	399	-
 Keith Vieira keith.vieira.12	Workplace: KV & Associates, Hospitality Consulting, LLC   Cole...	   		0	1	-

## Subject Properties Provided

Full Name: Keith Vieira

Location: [REDACTED]

Email: [REDACTED]

High School: St Joseph High School

College: University of Hawaii

Phone Number: [REDACTED]

### Identifier Key





Keith Vieira

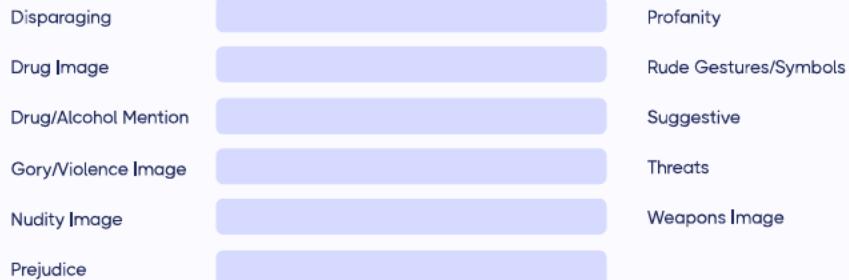
Post Insights

## Behavior Composition

This graph indicates the number of posts that were flagged for each behavioral attribute.

0

Flagged Behaviors



## Word Cloud

This is your subject's word cloud. It provides insight into the topics your subject refers to most often in their posts. The larger the word, the higher the frequency. The color of the word indicates whether they are speaking positively (green) or negatively (red) about the topic.

INSUFFICIENT DATA

## Posts and Followers

This graph shows the aggregate of all followers, followings, and post count across all social media platforms that expose these metrics. Note that not all platforms report these values.

400

Total  
followers

386

Total  
following

0

Total posts



Keith Vieira

Flagged Posts



NO BEHAVIORS IDENTIFIED FOR SUBJECT



Keith Vieira

FCRA and Accuracy

All users of consumer reports must comply with all applicable regulations, including regulations promulgated after this notice was first prescribed in 2004. Information about applicable regulations currently in effect can be found at the Consumer Financial Protection Bureau's website: [www.consumerfinance.gov](http://www.consumerfinance.gov)

To see your specific obligations under the Fair Credit Reporting Act (FCRA) please visit:

[www.ftc.gov/tips-advice/business-center/guidance/using-consumer-reports-what-employers-need-know](http://www.ftc.gov/tips-advice/business-center/guidance/using-consumer-reports-what-employers-need-know) , or if you are a user of this consumer report visit: <https://www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf>

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