

Matt Assenmacher '93 | Alumni Board Chair (Ex-officio)



Matt Assenmacher is a Managing Director/Owner of FFC Enterprises, LLC which does business as Top Tile & Stoneworks as well as Founder/Managing Director of ViaMaris Imports. Both companies specialize in serving the hotel industry in the luxury, upper upscale and upscale hotel segments. ViaMaris focuses on strategic global sourcing of tile and stone, while Top Tile & Stoneworks delivers high quality installations in hotels throughout the U.S. and Caribbean. Key clients include Hyatt Corp, Ritz Carlton, St. Regis, 1 Hotels, Marriott, Westin, Sheraton and Walt Disney World, among others.

Previously, Matt held marketing and product management positions at CHEP, ProLaser North America and LaserSight Technologies. Matt is also a principal in Parkbreeze Holdings LLC.

Matt earned his bachelor's degree in biology from UCF in 1993. He earned a master's degree in management at Troy University in 1997.

Matt is married to fellow UCF alumna Lea Gaulitz Assenmacher. Lea earned her bachelor's degree in cardiopulmonary sciences in 1994 and her masters in management in 2011, both from UCF. The couple has two children, Nicole, 18, and Nate, 16.