

Dynamic and resourceful leader hardwired with the ability to lead, plan, and execute with diverse virtual teams against strategies in heavily matrixed environments to achieve business goals. Intimate leadership knowledge spanning marketing, promotions, sales, revenue management, loyalty, communications, and brand partnerships, while focused on a heightened customer experience. Experienced brand ambassador, fostering lasting relationships with diverse cultures and markets throughout Asia, Europe, Middle East, and Latin America.

### CORE COMPETENCIES

- MI Systems
- Marketing Communications
- Budget Management
- Complex Project Management
- Partnership Negotiations
- Technical Writing
- Customer Experience
- Owner & Franchise Relations
- Loyalty Marketing / CRM

### RELEVANT CAREER EXPERIENCE

#### MARRIOTT INTERNATIONAL, INC. - Bethesda, MD

##### **Sr. Manager, Revenue Management Policy & Planning** (10/2020 – present)

Develop policies and strategic planning to support key revenue initiatives focused on demand generation efforts and revenue maximization. Collaborate with revenue operations, marketing, and analysis teams to ensure efficient execution of promotions and programs for field managers.

- Re-activated MBE to EMEA and APEC and launched Escape to Luxury to all luxury brands in APEC
- Launched two MBE pilots testing 7-DOW leisure demand in destination markets and MBE for All-Inclusive
- Aligned global rate offer leveraging Bonvoy Escapes during Week of Wonders booking \$95M gross revenue

##### **Sr. Manager, Revenue & Distribution Strategy** (01/2020 – 10/2020)

Support strategy development and lead key initiatives to motivate customers to buy through owned channels, including effective book direct tactics, improving customer acquisition and demand generation efforts, and defining and activating strategies to strengthen distribution and revenue strategies.

- Pivoted a global leisure rate product to support pandemic recovery efforts, booking \$280M in gross revenue
- Launched new leisure product for luxury brands to target distressed inventory and protect rate

##### **FLEX Staffing Consultant** (11/2018 – 12/2019)

- Loyalty Integration Task Force - focused on post loyalty program integration efforts
- Communications SME for North America sales organization
- Global Enhance Reservation System (ERS) for Starwood hotels integration launch

##### **Director, Loyalty Partnerships** (01/2018 – 10/2018)

Oversaw and coordinated international teams of travel partners and staff to restructure and integrate autonomous contracts for two loyalty programs into a new integrated contract with each partner

- Negotiated with over **50 travel partners**, streamlining the reward structure and financial adjustments resulting in increased program engagement, higher member satisfaction, and more accurate budget forecasting
- Created a seamless project effort across 28 countries partnering with five continental divisions and global departments across Technology, Marketing, Legal, Digital, Customer Service, and Finance
- Maximized preferred-level partner marketing and activations with four key airline partner programs, leveraging loyalty databases to extend partnership benefits to enhance the customer experience

##### **Director, Loyalty Marketing – Global Programs** (02/2017 – 12/2017)

Directed culturally diverse team of continent-based directors engaged with leadership to set member growth strategies outside North America where expansion was growing twice the rate in the US.

- Analyzed program data and developed a strategic plan to close consumer perception gap and increase satisfaction between two Ambassador programs providing elite customer experiences to the top 1% of customers
- Championed performance management team to redesign KPI structure for two loyalty programs across all five continental divisions, improving global analysis for senior leader quarterly review
- Orchestrated group program integration launch across newly acquired South African hotel brand, transforming group and catering strategies, increasing both revenue performance and planner satisfaction

### **Director, Brand Marketing Partnerships – Lifestyle Brands** (08/2015 – 01/2017)

Expanded development, management, and activation of marketing partnerships for lifestyle brand portfolio in harmony with overall brand strategy. Focus on increasing brand awareness for the new AC Hotels brand adoption in the US and changing brand perception of the Renaissance Hotels as a solid player in the upscale lifestyle space

- Synthesized entrepreneurial platform strategy and forged key partnerships with entrepreneurial partners Startup Grind and Alley to increase AC Hotels brand credibility and perception with target millennial customers
- Signed first global brand ambassador, celebrity photographer and entrepreneur, Nigel Barker, to align with AC Hotels' design and entrepreneurial spirit
- Negotiated **\$300K in activation funding** (a brand first) with new partner for Renaissance Hotels, building an integrated beverage platform across all on-property customer touchpoints highlighting the brand uniqueness
- Collaborated across Brand Management, Public Relations, Event Marketing, and Operations to bring partner program activations alive at all customer touchpoints for events, customer programming, and content

### **Director, Customer Relationship Management – Global Programs** (07/2010 – 07/2015)

Delivered leadership for seven global marketing associates to provide continent-level strategic marketing plans across four continents for program member growth outside North America, expanding at 2x the US rate

- **Increased ex-US membership 52%** through channel activation, lifecycle marketing, and local partnerships
- Executed in-market research and combined with local economics to inform continental strategic plans
- Developed and implemented marketing programs for ex-US markets to influence consumers and drive new member acquisitions and engagement
- Championed three brand integrations with full oversight of communications, training, and system changes
- Increased membership in Spain by 67% post AC Hotel acquisition through digital and postal campaigns

### **Sr. Manager, Customer Relationship Management – Marriott Rewards** (03/2006 – 06/2010)

Coordinated across five teams to oversee all global promotional marketing campaigns, including conceptualizing, budget, segmentation, and business rules to increase speed to market efforts

- Launched 3 global member promotions annually, generating **\$150-175M+ incremental revenue** from targeted membership base and strong new member acquisition component
- Created promotional A/B testing and customer modeling to develop strategic offer structures to maximize revenue
- Created first global group promotion to support local pull-through efforts to increase hotel group booking pace

### **Manager, Revenue Management Inventory Planning & Program Support** (01/2001 – 02/2006)

Provided strategic oversight of Marriott's business interests for revenue management processes and systems across all brands. Coordinated efforts with IT, Marketing, Operations and eCommerce for prioritizing and effectively implementing strategic systems solutions and enhancements and communicating to global associates in over two thousand hotels through documentation and training.

## **EDUCATION**

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**Washington State University**, Pullman, WA

*Bachelor of Arts, English with focus on Business*

- WSU Alumni Association Ambassador
- WSU Athletics Ambassador
- Sigma Alpha Epsilon, WA Beta chapter officer