

BRAD BENTON

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THE DOWNLOAD

Dynamic and resourceful leader hardwired with the ability to lead diverse virtual teams against strategies in heavily matrixed environments to achieve business goals. Impressive track record with 23 years of experience spanning Sales, Global Promotions, Revenue Management, CRM/Loyalty Marketing and Brand Partnerships. Proven project manager successfully leading with a global mindset to meet desired results. Experience in working with diverse cultures and markets across Asia, Europe, Middle East and Latin America.

Customer Relationship Management
Loyalty Marketing
Marketing Communications / Promotions

Partnership Marketing & Contracts
Revenue Management
Owner & Franchise Relations

Operations
Proactive Sales
Complex Project Management

THE EVOLUTION

- 2018 – Present **Director, Loyalty Partners** (Jan-Present)
Marriott International, Inc. – Bethesda, MD
Drive member engagement and sales through strategic partnerships with over 50+ travel and non-travel companies. I help develop new and innovative relationships that keep Marriott as an industry leader and aligns with the overall values of our loyalty members across our three loyalty brands.
- Provide overall strategic account management support for Loyalty's travel partners*
- Partner with IT, Legal, and Finance to lead overall contract renegotiations with **45+ airline partners** across 5 continent/regional teams in 7 months
 - Manage preferred partner marketing and activations with 4 airline partner programs
 - Providing strategy support for our short-term and long-term program solutions
- 2011 – Present **Chairperson, ONE Associate Network**
Marriott International, Inc. – Bethesda, MD
Lead a global council leadership team for a large **volunteer** associate network group of LGBTQ and Straight-Ally associates dedicated to ensuring an authentic and inclusive workplace environment for all Marriott associates and guests.
- Developed and implemented overall marketing and communications strategy to overcome obstacle of minimal visibility*
- Designed and implemented first public-facing website to effectively share our story and register new members
 - Facilitated easy member sign-up to double membership to over **2,500 members** globally
 - Created comprehensive social media strategy across Instagram, Twitter, Facebook & LinkedIn
 - Migrated internal communications to a third-party email platform for flexibility, measurement, and data collection
 - Created member database allowing demographics analysis and targeted member communications
 - Implemented first-ever monthly member e-newsletter and online news site
 - Created first-ever **social media campaign** #whyONEmatters increasing membership through social channels
- Created annual gala to leverage as a fundraiser with raffle, auction, and sponsorships*
- Doubled gala ticket sales by implementing table sponsorships and individual sponsorship levels
 - Increased fundraising efforts by **225%** to support admin costs and, for the first time, fund chapter efforts
- 2017 – 2017
(Feb – Dec) **Director, Loyalty Marketing – Rewards Global Programs**
Partnered with culturally diverse team of eight Rewards associates around the world to partner with Continental Leadership for loyalty program growth outside North America, achieving expansion at twice the rate in the U.S.
- Led discussion and finalization of 2017 combined Loyalty KPIs for MR and SPG programs*
- Parallel KPIs developed per program to ease understanding and respect differing data sources
- Led post launch analysis of new Rewards Ambassador Service for future recommendations of improvement*
- Collaborated with CX and Operations to determine performance indicators for YoY measurement
 - Created a plan to close the gap between SPG Ambassador Service and Marriott Rewards' program focused on:
 - Ambassador engagement with members
 - Members program awareness
 - Hotel execution

Owned integration of Rewarding Event program across Protea Hotels

- Leading effort with team from headquarters, ME&A continent, and the Protea headquarters in South Africa
Overall responsibility for communications, training, systems, digital integration

2015 – 2017

Director, Brand Marketing Partnerships – Lifestyle Brands

Marriott International, Inc. – Bethesda, MD

Led development, management and activation of brand marketing partnerships for Marriott's lifestyle portfolio, working collaboratively with internal and external stakeholders. Focus on opportunities that increase brand awareness, elevate brand perception, and enhances customer experiences to create top-of-mind awareness with future generations of guests.

Own partner relationships and work collaboratively with internal and external stakeholders

- Negotiated from Perrier \$300K in restricted marketing funds to Marriott by bringing to life 24h consumption platform on property across customer touch-points

Increase brand credibility and elevate brand perception in lifestyle space

- Leveraged new terms for AC Hotels with startup leaders, Startup Grind and Alley, driving local entrepreneur use of public spaces through collaborative events and programming
- Signed celebrity fashion photographer, Nigel Barker, as global brand ambassador for AC Hotels to elevate brand perception and tap into his **800K+** social followers
- Leveraged Alley relationship with Entrepreneur Media to collaborate on speaker event series at AC Hotels in Q1 '17

Research, source and review new partners opportunities targeting future generations of guests

- Leveraged product and artist support of Stila Cosmetics for Moxy Hotels brand to raise coolness factor with millennials at halo hotel grand opening event
- Partnered with luggage/travel startup, AWAY, for AC Hotels brand to share travel related content and provide real-time luggage purchases in-room for Elite member

2010 - 2015

Director, Customer Relationship Management – Marriott Rewards Global Programs

Marriott International, Inc. – Bethesda, MD

Led culturally diverse team of seven associates around the world to partner with Continental Leadership for Marriott Rewards program growth outside North America, achieving expansion at **twice the rate** in the U.S.

Ensured marketing channel activation in key markets.

- Partnered with external vendor to develop new translation processes to improve quality and efficiency
- Entered key social media channels within China and Latin America to increase Gen Y awareness

Built alignment on program strategy to shift member share and drive member growth.

- Oversaw annual development of **four strategic plans** to support international Rewards growth strategy
- Conducted in-market research to inform decisions on continental plans
- Partnered with Continental Leadership on annual enrollment goal setting
- Increased international membership **52%** in last three years

Developed and implemented programs and partnerships for markets outside the U.S.

- Led **three brand integrations**: AC Hotels (2011), Moxy Hotels (2014) and Protea Hotels (2015) including oversight of all internal and external communications, training and system changes
- Developed strategic acquisition promotion with Visa Latin America to **access 1.4M** Visa cardholders
- Leveraged key E2E American Express partnership and other local partners to **increase membership in Spain by 67%** in first year after AC Hotels launch

Organizational management

- Expanded international team from one FTE in 2010 to seven FTEs by year end 2014, with four director-level direct reports

- 2006 - 2010 **Senior Manager, Customer Relationship Management - Marriott Rewards**
Marriott International, Inc. – Bethesda, MD
Launched 3-4 global targeted promotions annually to increase revenue from existing membership base.
- **\$150-175M+ incremental revenue** generated annually
 - Conducted test and learn offer environment to better target member segments through customer modeling
 - Managed combined admin budgets of over \$2.3M
 - Accountable for promotion relationships with E2E partners Visa and American Express
- Provided overall program structure support, including owner and franchise relations.*
- Oversaw creation of new eBonus tool to allow instant property bonus support for service recovery
 - Designed and implemented blackout date automation with Revenue Management partners in support of new “No Blackout Dates” policy
 - Led growth strategy for Caribbean and Latin America region working with regional leadership to grow membership and identify hotel marketing opportunities.
 - Designed and implemented new Inclusive Reward for resorts – produced **\$1.3M in reimbursement revenue**
- Directed group loyalty program, Rewarding Events, with responsibilities for global marketing and internal training and communications to increase group revenue and drive member loyalty.*
- Annual 5% revenue increase up to \$3.0B total revenue in 2008
 - Launched global group promotion producing over \$130M in 2009
- 2000 - 2006 **Manager, Revenue Management – Inventory Planning & Program Support**
Marriott International, Inc. – Bethesda, MD
 Represented Marriott business interests in the processes and systems critical for revenue management strategy across all brands. Coordinated efforts with IT, Marketing, Operations and eCommerce for prioritizing and effectively implementing strategic solutions and enhancements. Communicated changes to global field associates in over 2,000 hotels through documentation and training.
- Led strategic and tactical implementation of all global and national programs and promotions
 - Business lead for the following projects: GuestView remote access, DRIVE – Centralized Rate Management, TownePlace Suites sell strategy conversion, GuestView Turndown Project, DRIVE – Capture Demand for MRDW, Demand Query Wizard
- 1998 - 2000 **Manager, Revenue Management – Franchise Revenue Manager**
Marriott International, Inc. – Bethesda, MD
 Responsible for assisting General Managers and franchise owners to maximize revenue on room inventory for 10-12 Courtyard by Marriott hotels in Northeast and Mid-Atlantic regions. Developed short- and long-term revenue strategies by assessing demand and analyzing potential revenue possibilities from MARSHA, MRDW, RMS, STAR and the Online Turndown System.
- 1997 - 1998 **Front Office Manager - Residence Inn by Marriott**
InnVentures, Inc. - Portland, OR
 Managed team of fifteen employees to successfully operate the front office and provide quality guest service. Responsible for hiring and developing team members, managing room inventory, maintaining accounts receivable and day-to-day front office operations.
- Bench General Manager for the Residence Inn Colorado Springs South for 3 months leading property through rooms renovation
- 1995 - 1997 **Sales Manager - Residence Inn by Marriott**
InnVentures, Inc. - Portland, OR
 Managed outside sales and marketing of the property by maintaining relationships with current accounts and establishing foundations with new accounts through telemarketing and proactive sales.

THE PREPARATION

Bachelor of Arts in English with focus on Business

Washington State University - Pullman, WA