

# REGIONAL DIRECTOR OF REVENUE

Driving double-digit resort revenue & profitability

## SALES PRODUCTION SNAPSHOT

Hilton White Star | 1,002 Rooms  
\$73M in Total Sales

Westin Bold Mountain | 1,200 Rooms  
\$2.1B in Total Sales

Westin Sugar Grove | 575 Rooms  
\$560M in Total Sales

Westin Resort of San Diego | 1,550 Rooms  
\$378M in Total Sales

Westin French Lick Inn | 750 Rooms  
\$250M in Total Sales

## SIGNATURE SALES STRENGTHS

- Sales Operations
- Resort Sales & Marketing
- Brand Positioning
- Strategic Planning
- P&L Maximization
- Partnership-Building
- Cross-Functional Leadership
- Owner Relations
- Luxury Resort Management



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**DAVID DEARBORN**  
 driving double-digit resort revenue increases

**Career Overview:** Innovation-driven Sales & Marketing Executive with >15 years of award-winning revenue generation within 4- and 5-star resorts. Recognized by Hilton for out-producing sales of 3,500 global properties.

**Bottom-Line Impact:** Drove \$55M in group bookings for Hilton. Grew Westin RevPAR 10 points YOY, restoring profitability after 9 years of financial losses.

**Personal Brand:** Specialize in building pre-opening teams and turning around existing sales operations. Grew RevPAR 10 points YOY, group room nights 30%, leisure room nights 27%, and group ADR \$15 for Hilton.

**\$3.36B**  
 in career sales

- Advance Room Nights** 53%  
Surpassed resort launch goal 46%
- Group Room Nights** 30%  
Leveraged national media
- Leisure Room Nights — 27%** 27%  
Launched in-house destination mgt

## RESORT SALES ACHIEVEMENTS

**HILTON** [2011 – Present]  
**Director of Sales & Marketing – White Star Resort, Tucson, AZ**  
 Recruited to turnaround sales for this award-winning resort (Top 150 Resorts – *Conde Nast Traveler* | #1 Resort in Arizona – *US News & World Report*).

**PROPERTY:** \$600M, 1,002-room luxury resort | \$15M river park & pool  
**SCOPE:** Sales Operations | PR, Marketing, Advertising & Business Planning

### SITUATION

Challenged to overcome >\$4M in annual losses at hire.

### STRATEGIES

**Sales Team Rebuild:** Realigned sales team roles and refocused staff to hone in on key segments.

**Catering Overhaul:** Rebuilt catering sales team and bolstered future bench strength.

**Social Media Marketing Blitz:** Sourced firm to modernize Hilton brand in a luxury wedding video. Sparked sales via end-to-end social media program.

### RESULTS

- Catalyzed 29% increase in total revenue and cut NHP losses >55%.
- Positioned resort for near-break-even performance in Year 2 of tenure with positive cash flow in Year 3. Initiated 14.9% growth.
- Video subsequently leveraged company-wide as first-in-kind corporate branding tool. Captured 2 wedding sales valued at \$200K each and >3,000 views in 3 weeks as the first video ever displayed on corporate website.
- Raised >\$1M in net proceeds while trimming ownership investment to <\$50K with PR value of more than \$500K.

CAREER ACCOLADES

2010 Westin  
Property Sales Leader of the Year

2010 Westin  
Best Integrated Marketing Campaign

2009 Westin  
Best Group Marketing Campaign

ADDITIONAL EXPERIENCE

**Area Director of Sales**  
Westin Resorts of San Diego, CA [2000 – 2003]  
Positioned property for launch through integration of pre-opening operations into shared-service sales organization. Oversaw revenue generation with this group of 4 resort properties with 4 separate owners.

**Director of National Accounts**  
French Lick Inn Resort & Spa, Sacramento, CA [1997 – 2000]  
Earned Golden Circle award for sales management and expanded group room nights 22% in incentive market.

**Senior Sales Manager**  
Westin's Race Mountain Resort

**Executive Meeting & Catering Manager**  
Westin Suites Chicago

EDUCATION

THE OHIO STATE UNIVERSITY

BBA – Hotel, Restaurant & Institutional Management



WESTIN

**Director of Sales & Marketing – Bold Mountain Resort & Spa, San Diego, CA [2007 – 2011]**  
Recruited to forge world-class sales operation from the ground up.

PROPERTY: \$700M, 1,200-room luxury resort | \$15M river park & pool

SCOPE: Sales Operations | Advance Group & Convention Sales

SITUATION

Challenged to build sales team from the ground up while leveraging the grand opening of Westin's largest-ever resort and spa.

STRATEGIES

**Start-Up Marketing:** Crafted 3-year marketing plan with \$7.7M operating / \$1.5M advertising budget. Guided broad-reach media placements.

**Launch Event Oversight:** Led development of resort creative platform and strategized opening event in support of 2 major local charities.

**Advance Room Sales:** Recruited sales team; booked >200,000 advance room nights.

RESULTS

- Booked >\$55M in pre-opening room nights and attained NHP by Year 2 in the midst of a global financial meltdown.
- Pushed REVPAR index to 108.1 in Year 1 and 119.4 in Year 2.
- Raised >\$1M in net proceeds while trimming ownership investment to <\$50K with PR value of more than \$500K.

**Director of Sales & Marketing – Sugar Grove Resort & Spa, Albuquerque, NM [2003 – 2007]**  
Hired 14 months ahead of GM for the first luxury resort built in Albuquerque in >18 years.

PROPERTY: 575-room luxury resort | Arnold Palmer-designed golf course

SCOPE: Pre-/Post- Launch Sales & Operations | Advanced Room Bookings

Positioned resort's successful opening – the first in the market in 20 years. Recruited, trained, and developed sales team and conceived and launched an internal destination management company. **Results:** Pushed total room revenue to 24% and generated \$2.4M in Year 1 destination management revenue with profit margin >5 points higher than vendors.

# Strategy

David had joined Hilton to turn around operations and was happily ensconced in his role. He was approached about a possible promotion to the executive level in another Hilton resort, and wanted to capture and showcase his brand and achievements fully prior to applying for the new role. While he worked with a web designer on a web-based portfolio, I craft a visually dynamic resume to highlight David's exceptional track record, innovative approach to sales, and eye for beautiful marketing collateral.

I designed a logo for him and utilized multiple info boxes and Smart Art graphics to call attention to his sales record. I took a CAR approach to his achievements and used visual clues to help the reader follow the store of David's career.

The outcome? David landed the promotion.