



# ERIC LUNDSTROM, M.S.

Award-winning Global Leadership Committed to Making a Difference through Inspiring Others

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## GLOBAL TALENT DEVELOPMENT EXECUTIVE | CHIEF LEARNING OFFICER (CLO) – HOSPITALITY

Progressive and Relevant Talent Management Solutions for Today's Rapidly Changing Workforce and Workplace  
Poising Global Hospitality Organizations for Strategic Competitive Wins within a Volatile, Ever-evolving Marketplace

**Visionary and pragmatic, measurement-driven leader focused on learning effectiveness, business results, and ROI.** Known for rigorous execution with a 20+-year record of verifiable success in introducing cutting-edge, integrated talent management solutions that positively impact and enable global organizations **to achieve sustainable market share growth by exponentially improving guest experience, brand loyalty, and operational profitability.** Effectively leads change in times of uncertainty and ambiguity.

### VALUE TO ORGANIZATION

#### Profile:

- **Effective generator of innovation and employee enablement.** Committed to inspiring and empowering Team Members to think outside the box and actualize what is possible.
- **Deepened global cultural sensitivity, leadership capabilities, and business instincts** by designing and deploying tailored talent management strategies throughout the U.K., Central Europe, North Africa, Middle East and Asia.

#### Awards & Industry Accolades:

- **Recognized with the 2015 Human Resources Excellence Award for Best Talent Management Strategy** and numerous other awards from some of the most visible and prestigious organizations in the industry (refer to Awards section on page 3).

#### Executive Expertise:

- |  |  |                                    |
|--|--|------------------------------------|
| ✓ Global Talent Management Initiatives | ✓ Worldwide Brand Ambassador             | ✓ Highly Collaborative Leader      |
| ✓ ROI-driven Programming & Strategy    | ✓ Ability to Rally Teams around a Vision | ✓ Proven Leadership in Execution   |
| ✓ Culture Building and Transformation  | ✓ Recognized Thought Leader              | ✓ High-performing Team Development |
| ✓ Challenger of Status Quo Mentality   | ✓ Sought-out Keynote Speaker             | ✓ Progressive Talent Solutions     |

#### SUCCESS SNAPSHOT:

- ✓ **Realized stock price increase by 27.05% following 2014 IPO, outperforming the S&P 500.** Achieved as an integral member of the executive team focused Learning & Development transformation that delivered substantial top- / bottom-line impact.
- ✓ **Directly contributed to RevPAR Index leap from 99 to 107 in 3 years** by devising progressive Learning & Development strategy that substantially elevated guest experience/satisfaction.

### LEADERSHIP CONTRIBUTION & IMPACT

#### CHIEF LEARNING OFFICER (CLO), ABC CORP.

2007-PRESENT

*One of the largest and fastest growing hospitality companies in the world*

Recruited to lead the charge in transforming ABC's Learning & Development culture, strengthening company's competitive edge in the market. Led 6 direct reports to inspire a 65+-employee organization in delivering on ambitious goals; optimized a \$20M annual budget.

***Transformed the L&D culture at ABC CORP., directly improving guest scores, brand loyalty, and global business growth across 3,650 hotels, resorts, and timeshare properties dispersed across 82 countries.***

- **Shifted existing operating paradigm and status quo-culture at ABC from "good" to "consistent excellence"** by influencing executive leadership to make the leap into sustainable growth and brand engagement within a rapidly changing global landscape.

### Metrics-driven Talent Development Leader with Repeated Success in Elevating Performance & Guest Experience:

<b>LUXURY BRANDS METRICS:</b>	Loyalty ↑4.0	Overall Service ↑5.0	Luxurious Stay ↑5.0	Anticipated Needs ↑4.0
<b>GUEST SERVICE METRICS:</b>	Valued Customer ↑3.3	Overall Service ↑2.3	Customer Treatment ↑3.9	Anticipated Needs ↑4.25
<b>INTERNAL METRICS:</b>	Learning Ask: ↑to 40%	Participation: ↑to 82%	Financial Impact ↑\$2.4M	Guest Satisfaction ↑28%

- **Upped the game in talent management impact** by incepting, designing, and executing on progressive, precision-targeted L&D opportunities needed to attract, retain, and empower **>375,000 Team Members worldwide**, speaking >40 languages.
  - Consolidated/centralized the global learning function across 94 countries. Customized L&D programming and delivery to engage diverse age and cultural demographics, with a more recent focus on **engaging and retaining millennial talent**.
- **Ramped up and rigorously executed to deliver high-impact, ROI-driven L&D programming** that directly shaped and positively improved ABC's brand loyalty, market share, and profitability. **Targeted efforts directly contributed to:**
  - Significant boost in Team Member participation attaining 82%.
  - Jump in demand, increasing Learning Services ask to 40% YOY.
  - Revenue growth from \$8.1B in 2010 to \$10.5B with a 62% YOY growth in net income in FY2014.
  - Stock price uptick from 27.05% following 2014 IPO, outperforming the S&P 500 (18.37%) and Dow Jones Industrial Average (12.59%) as of September 23, 2015.
- **Mirrored the needs of the business.** United disparate learning teams in launching ABC Worldwide University (ABCU) comprised of 5 colleges and 13 subordinate schools within the colleges.
  - Embodied a collaborative leadership style that inspired teams to coalesce around new structure, critical in ensuring its success.
  - Grew and scaled the vision for ABCU to 65 Corporate L&D Team Members and >2,800 Hotel Trainers across the globe.
- **Generated ~\$10.9M greater financial impact** (within 15 months of new program roll out) at participating hotels – starkly outperforming hotels that did not participate in the launch of “Revenue Management at ABC,” a highly interactive learning workshop designed to aid Revenue Managers in becoming more effective in the art and science of setting room prices.
- **Drove service excellence on a global scale, receiving consistent 9 or 10 ratings in guest satisfaction.** Achieved by deploying “Digital Check-in” training across all brands and regions and delivering to >80,000 Team Members.
- **Positioned ABC to achieve growth goals in the Luxury segment** by launching three-day course, “Leaders in Luxury,” that taught Luxury Brand Hotel Managers how to deliver a **consistent** luxury guest experience.
  - As a result, company **realized exceptional increases in luxury brand scores for participating properties:** Loyalty +4.0, Overall Service +5.0, Luxurious Stay +5.0, Personalized Service +2.3 and Anticipated Needs +4.0.

#### ENABLING ABC'S VISION:

Spearheaded and launched ABCU's “Do it Right,” a global initiative designed to empower Team Members to better serve customers, resulting in:

- ✓ **Overall Service Metric:** +2.30%
- ✓ **Valued Customer Metric:** +3.30%
- ✓ **Genuine Treatment of Customer:** +3.9%, a substantial increase in a score that had remained flat for years.

Initiative enabled Team Members to embody ABC's longstanding brand and vision of “Guest Experience and Satisfaction Always Comes First.”

## EARLIER ENGAGEMENTS &amp; IMPACT

**PRINCIPAL, XYZ, INC., New York, NY, 2005 – 2007**

Consultant/practice leader for 12 partner firms focused on talent management, change management, and strategic planning.

**PROGRESSIVE LEADERSHIP ROLES, ABC INTERNATIONAL, INC., New York, NY, 2000 – 2004**

- VICE PRESIDENT, LEARNING, CENTER OF EXCELLENCE
- VICE PRESIDENT, HUMAN RESOURCES, ABC HOTELS, NORTH AMERICA
- VICE PRESIDENT, HUMAN RESOURCES DESIGN, TALENT MANAGEMENT, ORGANIZATIONAL CAPABILITY
- VICE PRESIDENT, WORLDWIDE LEARNING RESOURCES

Advanced rapidly to roles of increasing challenge and complexity. Promoted to lead Learning Center of Excellence for ABC International's 2,800 operated/franchised properties across 68 countries with a staff of 115 and \$13M operating budget. As VP of Human Resources, ABC Hotels, led the design, development, and implementation of a new employer and service brand, **directly translating to a RevPAR Index increase from 99 to 107 in 3 years.**

**CONSULTANT, XYZ GROUP, Rome, Italy, 1998 – 2000**

Franchised, trained, and developed operations management for entrepreneurial holding company with interests in restaurants, business schools and real estate. Managed staff based in affiliate offices in **Austria, Hungary, Slovenia, Italy, Germany, Croatia, Spain, and Turkey**. Created franchise system from the ground up, opening up and delivering training to 16 new stores in 8 countries.

**"TO HAVE A GREAT BRAND – YOU HAVE TO HAVE GREAT LEARNING IN PLACE.  
IT'S ALL TIED TO OUR BRAND PROMISE AND OUR ABILITY TO DELIVER ON THAT BRAND PROMISE."**

## ACADEMIC CREDENTIALS AND CERTIFICATIONS

**M.S., Career and Human Resources Development, ABC University, New York, NY**

**B.A., Business Administration, University of Washington, Seattle, WA**

**Certifications:**

- Prestigious Industry Certification
- ABC Organizational Systems Design Certification

## SELECTED RECOGNITION &amp; AWARDS

- 2015 – Prestigious Industry Organization – Excellence in Practice Award – Organizational Learning & Development
- 2015 – Prestigious Magazine's Learning Elite Award (ABC Corp. ranked #3 as a first-time applicant)
- 2014 – ABC Fellow Award – Recognized for leadership and support for the professionalization of the learning and development field and the Certified Professional in Learning and Performance® credential
- 2014 – Prestigious Organization – Best Award – (ABC Corp. ranked #21/46)
- 2013 – ABC Institute – Global Solutions Talent Award
- 2013 – ABC Exchange – Best Practice for Launching a Corporate University
- 2013 – Prestigious Organization – Employer of Choice
- 2013 – Prestigious Organization – Best Award – (ABC Corp. ranked #6 overall)

Eric is an exceptional leader. He provided a 24+-page “overview” and a myriad of documents and PR pieces that he wanted me to work from. The challenge was on.

For so many organizations, Learning & Development (L&D) programs can be critical to their success. However, so many professionals in this field are not attentive to the actual measurable impact their efforts deliver to the organization.

Thankfully, Eric was very measurement-driven, so we had great metrics to start with. But in addition, I continued to push for more (why not?) and got amazing results.

I directly attributed the L&D programming he built and deployed (as an executive officer at the company) as a contributing factor to the shareholder value growth the company had experienced. To do this, I incorporated specifically chosen metrics into the branding statement and demanded immediate attention by utilizing a text box on Page 1. I then also continued to weave similar metrics throughout the résumé. Eric felt very comfortable with this strategy, and was pleased with the results.

From there, I continued to build the story, giving very explicit examples (from an overview and strategic perspective) on how the programs he innovatively ideated and implemented were strategic, targeted and delivered verifiable return. I continued to drive this point home by building out a text box graphic on the top of Page 2.

Eric also had a very expansive international background, which he wanted to highlight. As a result, you'll see references bolded to make a statement to the reader regarding his expansive global multicultural experience. The watercolor image in the left-hand corner was also specifically requested by the client to exemplify him as a true global leader (versus a U.S.-based leader).