

# RONNI BORREGO

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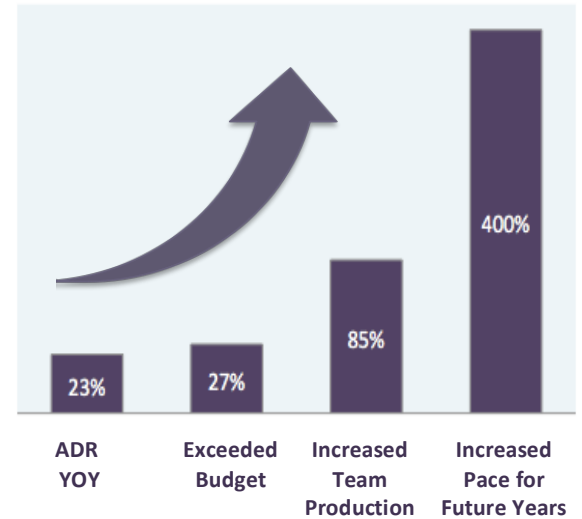
## VICE PRESIDENT OF GLOBAL SALES & MARKETING

Executive-Level Luxury Hospitality Change Agent With 20+ Years' Experience Driving Sales and Leveraging Partnerships While Developing Strong Teams That Deliver Substantial Revenue Growth

### EXECUTIVE HOSPITALITY SALES HIGHLIGHTS

- Generated >\$2.5B in Group Sales Revenue, >\$1.8B in Food and Beverage, and \$70M in Ancillary Sales. Grew European Sales 10% in <6 Months.
- Increased Pace >400% in Luxury Collection While Also Increasing ADR 12% in Leisure, 17% in Group Sales, and 23% in Catering.
- Generated \$36M in Individual Revenue in 1 Quarter. Helped Produce \$55M of Team Revenue That Same Quarter. Exceeded Individual Record Sales Goal 5,000%+. Set 17 Sales Records Beating 50+ Sales Managers.
- Exceeded Annual Budget 23% for Group Sales and 12% for Leisure Sales.
- Increased Future Group Sales 73% YOY, ADR 9% in >2 years and Future Bookings Pace 23% in First Year.
- Boosted Sales Output 53% on Average While Managing \$2.7B P&L.
- Enhanced Group Business 22% Amidst Economic Downturn and Increased Salesperson Output 42% During Same Period.

### DRIVING DOUBLE- & TRIPLE-DIGIT GROWTH



#### HOTEL LEADERSHIP

Encore at Wynn Las Vegas  
Sandals Paradise Island  
Vegas Resorts & Casinos  
MGM Grand New Jersey

#### SALES LEADERSHIP

Multi-Property Locations  
Luxury, Leisure & Catering  
Group & Conventions  
Luxury Spa & Golf Resorts

#### BUSINESS LEADERSHIP

Marketing & Branding  
Multimillion-Dollar Budgets  
Commercial Decision Making  
Negotiations & Contracts

#### TEAM LEADERSHIP

Incentive Programs  
Training & Development  
Strategic Hiring  
Restructuring

## PROFESSIONAL EXPERIENCE

### VEGAS RESORTS & CASINOS | Las Vegas, NV | 2016 – Present

*Operates widest selection of hotels in Las Vegas with 10 distinct properties, >4,000 hotel rooms, and 270,000+ square feet of meeting space.*

### EXECUTIVE VICE PRESIDENT OF GLOBAL GROUP & LUXURY SALES

Recruited to globally develop and increase all revenue streams, including group sales, leisure sales, and marketing while also expanding brand awareness. Built sales team that delivered results while fostering client relationships and effective partnerships.

- Boosted salesperson output 53% on average by breeding success within employees through mentoring programs, rewriting incentive and recognition packages, and instituting essential sales trainings, including negotiating and closing deals.
- Grew European sales 10% in 6 short months through opening of remote London office in addition to 4 remote US offices to target high quality events from profitable cities. Set up all aspects of offices from hiring to creating infrastructure.
- Restructured corporate business practices, sales teams, and company culture to breakdown silos between properties and create environment that nurtured relationships rather than rivalry among peers.
- Drove marketing initiatives through creation of traditional and digital content marketing and branding, including new website launch and drone video production to attract top-level corporate clients to properties.

#### KEY HIGHLIGHTS

**P&L Responsibility: \$2.5B  
Reported to CEO  
Managed 200+ Employees**  
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**Generated >\$2.5B in Group  
Sales Revenue, >\$1.8B in  
Food and Beverage, \$70M in  
Ancillary Sales**

**HARRAH'S RESORT & CASINO | Reno, NV | 2014 – 2016**

*Provides luxury accommodation with >2,100 rooms and suites, top-class spa services, and 200,000+ square feet of meeting space.*

**SENIOR VICE PRESIDENT OF SALES, MARKETING & CONVENTIONS**

Recruited to implement strategic direction for marketing and sales, including group, business travel, leisure, conference, catering services, revenue, and reservations. Coordinated all media marketing teams for digital, print, public relations, and social media.

- Exceeded annual budget 23% for group sales and 12% for leisure sales by opening 3 national offices to sell destination location, implementing strategic marketing, and attending top-tier trade shows to demonstrate value, sell luxury, and increase reputation.
- Increased salesperson output 49% (from 50% to 99% making annual sales goals) by restructuring organization and setting high standards and expectations within team through coaching, mentoring, and celebrating accomplishments.
- Directed all sales, corporate, group, and marketing initiatives, including sales deployment, leisure incentive planning, strategic marketing efforts, and revenue yield management.

**KEY HIGHLIGHTS**

**P&L Responsibility: \$32M  
Reported to Owner & CEO  
Managed 100+ Employees**

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**Increased Convention  
Business 45% YOY, Leisure  
ADR 127% YOY &  
Convention ADR 12% YOY**

**MGM GRAND NEW JERSEY RESORT CASINO | Atlantic City, NJ | 2011 – 2014**

*Largest resort casino in North America and premiere destination in the Northeast with 4 properties, 2 golf courses, and a luxury spa.*

**VICE PRESIDENT OF SALES & CONVENTIONS**

Hired to restructure, reenergize, grow, and lead sales, marketing, and revenue teams for 4 hotel properties, including leisure, group, and catering sales, brand marketing, and convention services.

- Increased future years' pace >400% in luxury collection while increasing ADR 12% in leisure, 17% in group, and 23% in catering by focusing sales reach to national events, targeting new, higher-caliber clients, driving rates during peak times, and managing yield tactically.
- Implemented new sales culture, review process, and recognition programs by embracing company vision, restructuring territories, strategically hiring, and aligning infrastructures across all resort properties.
- Grew ancillary revenues 42% by increasing marketing exposure to location's in-house spa, golf course, and luxury amenities.

**KEY HIGHLIGHTS**

**P&L Responsibility: \$21M  
Reported to SVP of Sales  
Managed 100+ Employees**

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**Increased Future Group  
Sales 73% YOY, ADR 9% in 2  
Years, & Future Bookings  
Pace 23% in First 12 Months**

**ENCORE AT WYNN | Las Vegas, NV | 2006 – 2011**

*Luxury resort complex with >7,000 rooms and suites, 120,000 square feet casino, leisure spa, and 1.2M square feet of meeting space.*

**SENIOR NATIONAL SALES MANAGER**

Recruited to build client relationships, sell group packages, and luxury services to West Coast territory. Implemented persuasive account strategies to sell customized products and services within extremely competitive marketplace.

- Played key role in team's achieving \$55M in sales revenue in 3 months by working relentlessly and utilizing competitive spirit to attain untouched clients and substantially increase sales in all areas. Won Sales Manager of the Year 3 times.
- Exceeded individual record sales goals >5,000%+ by implementing marketing strategies, cultivating relationships to grow database, and creating memorable experiences for clients.
- Mastered the "art of negotiation" by learning from the best of the best of sales leaders to close deals, find leads, cold call, and prospect to compete amongst 50+ sales managers for 7K rooms.
- Opened The Wynn Tower, a new tower, with 3K additional rooms.

**KEY HIGHLIGHTS**

**P&L Responsibility: \$140M  
Reported to Director of Sales  
Managed 30+ Employees**

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**Generated \$55M in Hotel  
Revenue in 1Q & Set 17  
Individual Sales Records in  
City of Las Vegas**

**EARLY HOSPITALITY CAREER**

**NATIONAL SALES MANAGER | FOUR SEASONS HOTEL COMPANY | San Diego, CA | 2004 – 2006**

**CATERING & BANQUETS MANAGER | HOTEL DEL CORONADO | Coronado, CA | 2000 – 2004**

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**EDUCATION**

**Bachelor of Arts in Hotel, Restaurants & Institutional Management** – University of San Diego School of Business – 2000

Summer Semester at the Sorbonne – Paris, France – 1999

# SUBMISSION EXPLANATION

While Ronni had extreme success after several years driving resort and hospitality sales at big name hotels in Vegas, Reno, and Atlantic City, she was looking to either go international or work for a smaller niche chain. She had a true passion for the luxury and hospitality sectors, so I kept her resume modern and clean while also driving home that she knows how to deliver results – and quickly. I gave her several color options, but we both loved the purple. While it was subtle, it also evoked luxury and femininity (she's a true girly-girl below the tough sales-driven exterior!!).