

Todd Lambert

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Leadership Based on Principle
"If you always do the right thing,
the right thing will happen."



TARGETED ROLE: EXECUTIVE VICE PRESIDENT OF DEVELOPMENT, NORTH AMERICAN FRANCHISED & MANAGED HOTELS

Strategic Leader, Change Agent & Hospitality Real Estate Development Expert with Sustained Record of Success Driving New Construction & Franchise Growth Within the Windwood Hotel Group

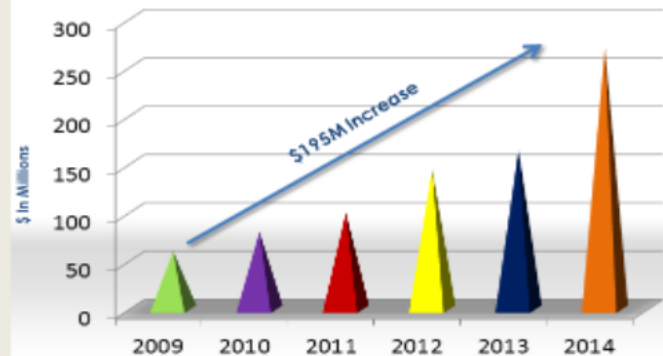
LEADERSHIP SNAPSHOT

- 18 Years' Progressive Growth Within Windwood
- Reputed as Hospitality Thought Leader
- Nationwide Portfolio Management
- 19k Rooms | 22 Direct Reports
- Key Stakeholder Relationship Builder
- Seasoned Driver of Market Expansions
- Results-Driven Strategic Thinker | Change Agent
- Building & Unifying High-Performance Teams
- Uphold the Highest Standards of Excellence

SIGNATURE COMPETENCIES

Expanding Markets Through Strategic Partnerships,
Franchise Sales Strategies & Development
Deep Understanding of Cost of Capital Management
Dynamic Communicator | Team Performance Manager
Financial Modeling | Financial Strategy

Drove Estimated Franchise Fees
from \$70M to \$271M in 5 Years



FRANCHISE & CONSTRUCTION EXPERTISE

Financial Resource Development & Investor Relations
New Construction | Contract Negotiations
Expert Understanding of Franchise Hotel Operations
Brand Presence Growth | Sales Optimization
Influential Across All Stakeholder Levels

PROFESSIONAL EXPERIENCE

WINDWOOD HOTEL GROUP | PLANO, TEXAS

2013 – PRESENT

Promoted to increasing levels of challenge and responsibility within the Windwood Hotel Group—based on consistent top performance, leadership strengths, and exceeding challenging corporate goals and quotas.

SENIOR VICE PRESIDENT OF FRANCHISE SALES & DEVELOPMENT (2009–PRESENT)

Developed 61 New Franchise Hotels Across the U.S. in Only 6 Years.

Turned two lagging hotel franchises into profitable, vibrant brands. Drove revenues of \$195M, growing combined portfolios from 8 Hotels to 69 Hotels. Built world-class sales team that currently leads sales companywide.

Promoted to lead nationwide franchise sales and implement domestic contracts for both upscale and mid-scale brands in portfolio. Recruited, trained, and currently lead team of 22 direct reports, 19K rooms, and direct P&L of \$55M.

- Sold an unprecedented 35K rooms to date, leading North American Franchise Sales for all new construction projects. Currently lead \$450M in new construction development, building key stakeholder relationships with hospitality-invested REITS, Developers, and Financial Institutions.
- Turned around two stagnant brands, tripling their combined revenues in 24 months by initiating strategic short- and long-term plans to invigorate and reorganize both portfolios.

RECORD-BREAKING ROOM SALES FOR 6 STRAIGHT YEARS

YEAR	ROOMS SOLD
2014	11,804
2013	7,212
2012	6,320
2011	3,640
2010	3,328
2009	3,035

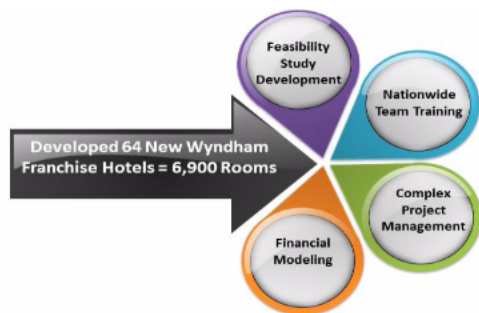
- **Create strategic development plans** to leverage brand proposition and rapidly expand franchised and managed assets into key markets nationwide.
- **Recruited, trained, and currently lead the top-performing U.S. Franchise Sales Team in the company**, amassing more wins and awards than any other team by a wide margin. Team is additionally reputed for expert-level strategies in high-stakes commercial real estate negotiations.

VICE PRESIDENT OF NEW CONSTRUCTION FRANCHISE SALES (2006-2009)

Drove New Hotel Construction To Unprecedented Levels.

Led the construction and development of 64 new Windwood Hotels, totaling 6,800+ rooms.

Promoted into key leadership position and challenged to spearhead massive effort to double development and construction of new hotel franchises nationwide. Recruited, trained, and led team of 12 direct reports and managed \$1B consisting of 3 portfolios.



- **Achieved 100% increase in new hotel development and construction in 3 years.** Grew portfolio from \$500M to \$1B.
- **Developed a nationwide market expansion plan** and feasibility study that became the company model for accuracy in calculation of profitability, project costs, and cash-on-cash returns.
- **Trained and mentored team to proficiency** in feasibility, project development, construction costs, financial modeling, depreciation analysis, and site selection.

REGIONAL VICE PRESIDENT OF FRANCHISE SALES & DEVELOPMENT (2002-2006)

Awarded Regional Vice President of the Year for 2 Consecutive Years.

Turned around underperforming team of 6—taking them to #2 nationwide in just 6 months, and then to #1 nationwide YOY for 2 years. Team consistently exceeded all sales quotas.

Promoted to lead franchise sales across 5 states and within 6 months, took team from last place to second place nationwide for most rooms sold. Achieved multiple awards for consistent, record-breaking sales results.

- **Won Regional Vice President Sales Award** by an unprecedented 30% landslide over all regions nationwide.
- **Groomed and mentored one of the highest-performing sales teams in USA.** Exceptional performance of team members included 70% of team winning National Sales Awards by a 40% lead.
- **Drove 25% of all rooms sold total franchise fees collected nationwide** within a 5-state region.

EARLY ROLES: DIRECTOR OF FRANCHISE SALES & DEVELOPMENT (2000-2002) | FRANCHISE SALES EXECUTIVE (1999)

Awarded #1 Salesperson of the Year: 2001 and 2002.

#1 Sales Director in two Mid-year Incentive Categories. Awarded Rookie of the Year in 1999.

COMMUNITY INVOLVEMENT & BOARD APPOINTMENTS

Board Member, Texas Hotel and Restaurant Association, 2013-present

ACADEMIC CREDENTIALS & CERTIFICATIONS

Bachelor of Science, University of Texas, Austin, TX

Leadership Training: Leading Your Organization, The Leadership Experience at NYU, Diversity and Inclusion Leadership, Respect in the Workplace and Sexual Harassment Supervisor Responsibilities.

Hospitality Resume, Project Brief

Todd had a true passion for the company that he had essentially spent his entire career in. Changes at the C-level opened up top-floor opportunities for Todd, and he felt securing this position would allow him the opportunity to truly take Windwood to the next level.

Todd's many strengths included brand portfolio elevation and aggressively opening up new markets nationwide. He needed a resume that was built to the EVP position he desired and also make a solid argument for his skills as a strategic leader.

Todd supplied a lot a lot of numbers via Excel reports, so I used that to accentuate his consistent wins throughout his career. I branded the resume using Windwood's font and color.

I heavily aligned Todd's competencies with the job description he provided and used that to establish his candidacy. I built out his career history to showcase his consistent wins in each position he held with Windwood—blending results with his evident strategic leadership skills. I also decided to emphasize his sales management skills—an important underpinning for the EVP position for which he was being considered.

He is still in consideration for this lead role, and I have been told the feedback he has gotten on his resume is very positive.