


JOHN CHADWICK

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CHIEF INNOVATION OFFICER – DIVERSIFIED HOSPITALITY

White-glove delivery of staggering performance improvements through next-generation advances

Evangelizing disruptive market shifts for 20+ years ★ Elevating teams to new heights ★ Eliminating status-quo thinking

- ★ Nicknamed the “Hotel Industry’s Fortune Teller” for forward-thinking strategies that spawned a slew of imitators
- ★ Mastermind behind the world’s first hotel-industry start-up incubator, which is revolutionizing hospitality as we know it
- ★ Wharton MBA; BS, Computer Science; Certified Leadership Coach—Mentored 50+ direct reports to senior leadership roles

Change galvanizer who positions companies as industry pacesetters, scales priceless word of mouth, and drives both organic and inorganic growth. Red-tape eradicator and creator of uber-agile organizations that rapidly roll out monumental technology- and data-driven solutions to magnify enterprise value. Known for reading the industry tea leaves to anticipate new market forces, orient R&D efforts toward today’s modern traveler, and quickly identify high-ROI acquisition opportunities.

FIVE-STAR COMPETENCIES



Innovation Cultures
 Team Development
 Capability Building
 Operational Efficiency
 Agile R&D Operations
 Change Management
 AI/Machine Learning
 Strategic M&A
 Joint Ventures

INNOVATION LEADERSHIP SNAPSHOT

- ★ **Delivered hundreds of millions of dollars in growth** through award-winning, customer-focused initiatives, rolled out companywide across a diversified hospitality giant.
- ★ **Developed a creative hotbed of profitable ideas** by launching an accelerator that positioned the company as the uncontested leader at the cutting edge.
- ★ **Revved up the innovation engine**, accelerating project life cycles 75%, creating a fast-paced and highly agile R&D operation.
- ★ **Expedited M&A-driven innovation** to utterly dominate the market and remove game-changing technology from competitors’ reach.

PROFESSIONAL EXPERIENCE & PERFORMANCE RECORD

AINSWORTH HOTELS & RESORTS, 2008–PRESENT

Flagship brand of Ainsworth Worldwide Holdings, a publicly listed, diversified hospitality company with the industry’s best-performing portfolio | \$5B in annual revenue | 1200 hotels and resorts in 75 countries | Staff 34K

SVP, INNOVATION (2016–PRESENT) | VP, INNOVATION (2013–2016) | DIRECTOR, INNOVATION (2008–2013)

As one of Ainsworth’s fast-rising stars, accelerated \$750M in technology-linked growth by responding to dramatically reshaped customer expectations driven by the digital age, garnering 5 innovation accolades. Cracked the code of R&D agility and built more efficient innovation capabilities to drive user-friendly, tech-centric experiences.

★★★★★ INNOVATION LEADERSHIP ACHIEVEMENTS THAT PROTECTED MARKET FRONTRUNNER STATUS ★★★★★

Created an agile organization, capable of quickly responding to disruptive challengers with a 75% faster concept-to-roll-out life cycle. Eliminated paper shuffling and chain-of-command barricades in R&D procedures to outpace the competition.

Built capabilities for the most promising emerging technologies. Established 4 new innovation pillars: Artificial Intelligence, Virtual Reality, Biometrics, and Wearables and then enticed top talent known for spearheading next-generation advances to join the team. Transformed a minor division into a 300-person operation and a highly desirable hub for emerging talent.

Caused a companywide cultural shift. Unlocked latent potential by incentivizing idea generation at all organizational levels, leading to a tripling of high-ROI, multimillion-dollar projects in 1 year.

Project Life-Cycle Acceleration





AWARD-WINNING INNOVATIONS THAT PROPELLED THE COMPANY INTO THE FUTURE



Leveraged technology to enhance guest experience by spearheading an “easy check-in” pilot, which earned the President’s Award for Innovation in 2016 and was quickly rolled out companywide and emulated across the sector.

Launched a guest app that sent competitors scrambling, enabling preference control over TV and sound systems, window-blind functionality, wake-up calls, dry cleaning notifications, and seamless Wi-Fi to 4G handoff. Earned a spot on the Forbes list of most innovative companies.

Positioned company as the top choice for business conferences through technology enablement in meeting rooms, launching a full suite of functionalities geared toward conference attendees. Drove customer service scores up 35% and earned the Hospitality Innovators Award.

5 Innovation Awards Earned



LANDMARK M&A AND JV DEALS THAT FAST-TRACKED THE 5-YEAR INNOVATION PLAN



Unveiled the industry’s first angel fund and start-up incubator to keep potential partners on the radar and operationalize the “Innovate through M&A” vision. Led to 15 acquisitions in 2 years.

Formed a JV with Amazon to leverage mobile and voice-enabled technology to adapt rooms to guest needs while gathering a wealth of data on their preferences.

Acquired CRM technology for pennies on the dollar that garnered insights on guest habits and behaviors, leveraged by the Marketing Division to launch post-stay marketing campaigns that increased marketing effectiveness 18%.

Negotiated the pivotal purchase of an early-stage, cloud-based technology that reduced administrative burden and facilitated operations ranging from reservations to housekeeping coordination, generating \$35M in annual savings.

15 Innovation-Driven Acquisitions



ABC CONSULTING, LLP, 1998–2008

Chicago, IL | A “Big Four” consulting firm | \$38B in annual revenue | Staff 270K

SENIOR CONSULTANT, HOSPITALITY DIVISION (2003–2008) | JUNIOR CONSULTANT (1998–2003)

Orchestrated multimillion-dollar engagements that oiled the innovation wheels for hospitality enterprises ranging from start-ups to Fortune 500 giants, delivering up to \$100M in impact. Identified early on as an innovation pacesetter, earning promotion from Junior to Senior Consultant in record time and receiving multiple invitations to join client companies.



STRATEGIES THAT SHARPENED THE CUTTING EDGE FOR MARKET LEADERS



Built a 5-year strategic plan for one of the biggest names in luxury accommodations, involving an IT Transformation strategy predicted to deliver \$100M in savings through operational efficiency.

Developed an inorganic growth roadmap for a travel-related technology mainstay, identifying 4 partnership opportunities that were accepted by senior leadership and led to a doubling of revenue.

Launched an Innovation Division from scratch for an economy-category giant, building the leadership team and setting up processes to accelerate the innovation life cycle.

EDUCATION & CERTIFICATIONS

UNIVERSITY OF PENNSYLVANIA, WHARTON SCHOOL OF BUSINESS (Philadelphia, PA) ▪ Master of Business Administration ▪ 1998

PRINCETON UNIVERSITY (Princeton, NJ) ▪ Dual Bachelor of Science—Computer Engineering & Business Administration ▪ 1996

WORLD COACH INSTITUTE ▪ Business Coach Certificate ▪ 2006

Earned highest academic honors and full scholarships during ivy-league studies including: ABC Scholarship, Pace Setter Honor (Top 3% of MBA class), XYZ Scholarship, and Princeton President’s Fellowship.

RESUME STRATEGY

John Chadwick, an SVP of Innovation within a well-known hospitality enterprise, had set his sights at the C-level. He came to me with an executive resume that—while accomplishment rich and well written—was outdated, visually indistinctive, and lacked a clear brand.

John prided himself on being a modern executive who was willing to take risks. Thus I wanted to inject this into the visual style of the resume, but in a functional way. In other words, the graphic elements are not merely for the purpose of visual impact. Rather they serve the purpose of making the document more skimmable than his previous version, which was chock-full of lengthy paragraphs and seemingly endless lists of bullets with no division of information to help the reader through the document.

The visual design was inspired by the glow of hotels rooms at night, hence a black contrast was used throughout the resume with a yellow shadow. The icon at the top further symbolizes this while adding an element of growth with the upward angling of the buildings. Language specific to hospitality is used in keeping with the theme, such as "White-glove delivery of staggering performance improvement" in the branding statement and "Five-Star Competencies" as the title for the skills list. Even on the contact information line, a traditional hotel bell is used to indicate how to summon John for interview.

Although a standard introductory summary paragraph is used toward the top of the resume, the reader is first offered powerful-punch phrases just beneath the branding statement to summarize what differentiates John—his ability to disrupt an industry, take teams to higher levels of performance, and eliminate status-quo thinking within an organization. I employed alliteration by starting each of these phrases with the letter "E" to add character to the writing.

In keeping with the rhythm, the black contrast alliteration line is followed by three hard-hitting bolded statements about 1) John's reputation for looking into the industry's crystal ball and knowing what to do; 2) His legacy of starting the industry's very first start-up incubator, and 3) His main education qualifications.

John had spent the last 10 years within the same company and there was much overlap between the three roles he had held there. For this reason, I combined his three roles into one description that is then divided up thematically, differentiating between innovation process improvement and leadership, award-winning innovation ideas he led from cradle to grave, and innovation through M&A. These themes were equally important for a C-level innovation role that he was aspiring to.