

## PRESIDENT & CEO

Well-Rounded Executive who Maximizes Profitability & Delivers Financial Results for Multidimensional Organizations

*Strategic Planning – Property Development – Revenue Management – Operations Leadership*

**Solutions-Focused Business Expert.** Troubleshoot under-performing assets and fix challenges others find impossible to deliver significant improvements, increase asset value, and capture maximum revenue potential.

**Innovative & Strategic Trailblazer.** Initiate and execute key partnerships with new industry disruptors that mutually benefit stakeholders and owners with a proven track record of delivering financial results.

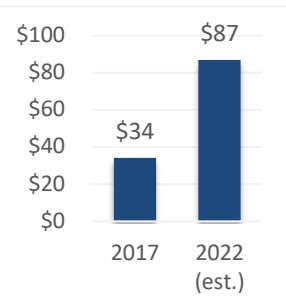
**Respected People Leader.** Develop a teamwork-focused culture that boosts employee morale and builds a thriving community environment in the company.

### Leadership By The Numbers

- 20+ Years as Hospitality Executive
- 9-Digit Budget Responsibility
- Oversee Teams of 500+ Employees
- 8+ Years International Work
- Manage Sales & Marketing for 8 Revenue Centers

### Executive Impact at La Romana Resorts & Villas

Revenue (in millions)



### Transformed Under-Performing Operation into Thriving Ultra-Luxury “Go-To” Caribbean Destination that Generates Millions of Dollars in Annual Revenue

- Touched every aspect of the resort and its property to ensure all areas met the luxury standards of the owners, stakeholders, and the discerning clientele.
- Played key role in the strategic planning and development of the 7K+ acre property.
- Ran “small city” with oversight of 500+ indirect employees across all revenue streams, including catering, F&B, golf, retail, equestrian center, shooting center, tennis, and marina.
- Oversaw all revenue management activities for property and its operations.

### Additional Career Highlights

#### Director of Sales & Marketing at La Croix Marigot Bay

Worked directly with Howard Schultz, co-founder of Ritzy Hotel, to launch La Croix’s first resort in the Caribbean. Developed strategic business plan to achieve La Croix’s hospitality service and luxury standards for high-net-worth guests.

#### Corporate Director of Sales & Marketing for MVP Resorts

Spearheaded relationship with Expedia, a new distribution channel at the time, to deliver \$20M in revenue. Achieved all-time sales highs for company while gaining significant exposure in luxury market.

#### VP of Sales & Marketing at Madrida Hotel Groups

Transformed key relationships from inactive to producing 30% of annual revenue. Managed \$250M budget with oversight of team that managed accounts representing 70% of global revenue for Madrida.

### Executive Hospitality Experience

#### La Romana Resort & Villas • La Romana, Dominican Republic • 2017 – Present

*Exclusive Luxury Resort on 7K+ Acres – 250+ Suites – 7 Restaurants – 3 Pete Dye Golf Courses – Prestigious Marina – Sought-After Real Estate*

### SENIOR VICE PRESIDENT OF SALES & MARKETING

*Budget: \$70M • Manage 100 Direct & 500 Indirect Reports*

Evolved position from strictly sales and marketing for resort to become key leader in all strategic planning and growth for the property, marina, golf operations, spa, real estate development, and memberships. Report to President.

### Turned Property Around to \$1M+ Net Profit in 1 Year following 45 Years of \$10M+ Losses Annually

- **Shifted trajectory of entire resort and property to “right the ship”** from antiquated, money-losing operation to thriving, ultra-luxury resort community, producing millions of dollars in annual revenue.

## Executive Hospitality Experience (Cont'd)

### Senior Vice President of Sales & Marketing • La Romana • continued

- **Transformed all resort KPIs from 2017 through Q1 2022**, including the dynamic times following COVID-19 pandemic.
  - Annual Revenue ↑ 155% / \$34M to \$87M ('22 est.)
  - ADR ↑ 41% / \$313 to \$444
  - Occupancy Rates ↑ 63% / 46% to 75%
  - RevPAR ↑ 130% / \$144 to \$332
- **Broke resort's all-time records for 3 consecutive years**, boosting annual revenues 41%-45% for 5 revenue centers from 2017 to 2019. Garnered 14%+ increases across all other revenue streams for same time period.
  - Catering ↑ 41% / \$2.9M to \$4.2M
  - F&B ↑ 43% / \$15.2M to \$21.8M
  - Retail ↑ 45% / \$1.1M to \$1.6M
  - Tennis ↑ 41% / \$190K to \$269K
- **Escalated real estate lot sales from 3 lots sold in 2017 to 54 lots in 2022**, resulting in \$35.8M in revenue.
- **Saved \$1.5M in costs while increasing direct revenues** by terminating long-standing agreement with Leading Hotels of the World. Presented ROI analysis to owners and prepared exit plan. Migrated all systems and “never looked back.”

### Positioned Property to be One of the Hottest Destinations in the World

- **Garnered significant social media follower growth and engagement from 2017 to 2022**. Collaborated with top hospitality and golf PR teams to create buzz about property, especially in celebrity and movie industries.
  - Instagram Followers ↑ 148% / 59K to 141K
  - Facebook Friends ↑ 16% / 61K to 71K
  - Twitter Followers ↑ 13% / 14K to 15.8K
  - LinkedIn Connections ↑ 375% / 3.3K to 15.7K
- **Produced \$2M in additional revenue from strategic partnership with ClubCorp**, a membership company with 450K members.
- **Instituted and fostered business relationships with discerning companies serving specific demographics**. Partnered with Wheels Up, a private jet membership company, and Braman Motors, the largest Rolls Royce and Bentley dealer in the US.
- **Recovered quickly from COVID-19 pandemic** by shifting communications to showcase property's long-term stay villas and opportunities for guests to work remotely from resort and partake in family-friendly activities.
- **Provided key opportunities for property expansion, most notably a new Spa & Wellness Center set to open in 2022** by driving significant business to each revenue stream, including marina, airport, golf, and shooting and equestrian centers.

### Accent Hotels & Resorts / Madrida Hotels Group • Miami, FL • 2011 – 2013 & 2015 – 2017

*47 Luxury Hotels throughout Europe, the Middle East, Latin America, and the Caribbean.*

#### VICE PRESIDENT OF SALES & MARKETING

*Budget: \$250M • Managed 10 Direct Reports*

Rejoined Madrida in 2015 after its purchase of Accent Hotels & Resorts. Oversaw sales and marketing initiatives for US and Canada. Understood market dynamics to deliver substantial and sustainable results. Reported to SVP of Sales & Marketing.

#### Managed Team that Represented 70% of Accent's Global Revenues

- **Increased YOY revenue \$25M with key partners**. Turned around stagnant relationships to produce 30% of annual revenue, including tour operators, online travel agencies, and luxury consortia accounts.
- **Generated millions of dollars in revenue for each resort and gained significant market share from competitors** by deploying strategic plans and launching compelling incentives.
- **Established company properties as the “go-to” test site** for strategic partners to test new marketing concepts, promotional activities, strategic initiatives, and innovative programs.
- **Reorganized sales, marketing, and revenue management divisions** for US corporate office. Organized budget and plan to restructure tactical sales and marketing platforms, reservation departments, and online marketing initiatives.
- **Relaunched brand and oversaw US website rebuild**, including revamping booking engine and redesigning collateral.

### La Croix Hotels & Resorts / La Croix Marigot Bay • Miami, FL & St. Lucia • 2014 – 2015

*Luxury hotel management group and now the hospitality arm of privately owned luxury real estate developer, Pontiac Land.*

#### DIRECTOR OF SALES & MARKETING

*Budget: \$25M • Managed 10 Direct Reports*

Recruited by legendary hotelier and co-founder of Ritzy Hotel, Howard Schultz, to launch La Croix's newest property in St. Lucia and its first resort in the Caribbean. Oversaw all sales, marketing, PR, and grand opening activities for property. Reported to Corporate VP of Sales.

#### Wrote & Executed Strategic Business Plan to Ensure Financial Success of Hotel & Marina Assets

## Executive Hospitality Experience (Cont'd)

Director of Sales & Marketing • La Croix Hotels & Resorts • continued

- **Optimized marketing and sales of world-renowned marina**, generating significant revenue and interest in resort.
- **Built new leisure and group sales teams** to sell ultra-luxury experiences to high-net-worth individuals and groups.

**La Marquee Cancun (Property of Telfer Hotels & Resorts) • Cancun, MX • 2013 – 2014**

*AAA Four-Diamond Rated Resort – 415 Rooms & Suites – 7 Restaurants – Full-Service Spa*

### **VICE PRESIDENT OF SALES & MARKETING**

*Budget: \$30M • Managed 15 Direct Reports in Mexico & US*

Recruited by owner of Telfer Hotels & Resorts to execute aggressive expansion plans for luxury brand throughout the Mexican and Caribbean markets. Reported to Owner of Telfer Hotels & Resorts.

#### **Launched Aggressive Marketing & Sales Plans to Attract New & Repeat Guests**

- **Increased revenue 35% (\$20M) in first year** by securing strategic partnerships with online channels and tour operators.
- **Developed all marketing and PR initiatives on minimal budget** while providing overall leadership for strategy, execution, and tracking for brand awareness campaigns.
- **Framed company's mission statement, vision, brand assets, websites, pricing strategies, and messaging.** Wrote internal department SOPs and established retention-oriented organizational and incentive structures.

**MVP Resorts • La Quinta, CA • 2001 – 2011**

*23 Properties Worldwide – Specialize in Asset Management, Property Turnarounds & Global Sales Programs*

### **CORPORATE DIRECTOR OF SALES & MARKETING**

*Budget: \$100M • Managed 15 Direct Reports*

Served as Director of Leisure Sales at Pebble Beach Golf Resort & Spa, an MVP property, from 2001 to 2004. Promoted to Corporate Director in 2004, following the sale of Pebble Beach to Marriott. Oversaw all leisure segments and channels, including wholesale, travel agency, golf, spa, and luxury consortia markets for all 23 MVP properties. Reported to VP of Marketing.

#### **Established MVP Resorts as Dominant Player in Ultra-Competitive Leisure Hospitality Space**

- **Generated \$25M in revenue by championing and pioneering MVP's relationship with Expedia**, a new disruptive player at the time. Navigated internal pushback from leaders and shifted perspectives on viability of new .com travel agencies.
  - **Negotiated first-ever corporate agreement with Expedia**, working closely with legal teams to ensure mutual benefit. Saved millions in commissions based on tight terms and conditions agreement.
  - **Secured support from Expedia CEO** and became "poster child" of success for growing company. Helped legitimize platform by providing inventory to luxury market that was not previously accessible.
- **Penetrated ultra-competitive hotel space and achieved record sales** by building a world-class sales team, challenging the "status quo," creating revenue demand strategies, and refining operational processes.

#### **Reopened, Repositioned & Launched Pebble Beach Golf Resort into Leisure Markets**

- **Increased YOY room nights 45% to 15K room nights total, boosting room revenue 29% (\$4.5M).** Drove teams to surpass forecasted goals with strong focus on high-end leisure consortia, wholesale accounts, and direct-to-consumer partners.
- **Garnered Pebble Beach's acceptance into Virtuoso for first time ever.** Achieved designation within 2 years.

### **EARLY CAREER**

**Regional Sales Manager • La Romana**

Strengthened resort's position and relationship with targeted accounts. Ensured luxury experiences for guests, resulting in greater income for clients and higher revenues for property.

### **Education**

**Bachelor of Arts in Political Science & International Business**

University of Wisconsin – Oshkosh

# Project Summary

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Harrison came to me through one of the top hospitality recruiters in the country. He'd never had his resume professionally written – and it showed as it was very outdated and written in paragraphs. Plus, it didn't adequately showcase how he completely transformed the resorts of which he's been a part.

For his next venture, Harrison is looking to step into a President/CEO role, a level up from his current role of SVP of Sales and Marketing. My approach was to quickly show that he has the leadership, business acumen, and operations experience needed to be able to run the whole show.

In addition, Jason wanted to keep the design straightforward yet modern while pulling up some of his early career experience onto the first page. Harrison's project warranted three pages as he not only wanted to present his short-term projects, but ensure his early MVP Resorts experience was included as it truly shaped his career.

With the "Leadership by Numbers" box on page one, I quickly communicated his key experience throughout his career. The graph and bigger box below the summary paragraphs show his work on his current property, La Romana, followed by an "Additional Career Highlights" section to highlight those earlier roles.

While the graph and text boxes on the first page may not technically be considered ATS friendly, all of the information communicated in those boxes is represented in the text throughout the resume. If Harrison had requested a fully ATS-friendly resume, I would put content in the gray boxes in single-cell tables which are likely to be read by the ATS.

On page two, the core metrics of the La Romana resort are organized using tabs.

Harrison loved his new resume, and the recruiter did too! They are currently looking for the perfect opportunity for him to step into.