



# Rhonda Sharpe

## Regional Executive • Hotel Sales & Marketing • Best-in-Class Guest Service

*Ensuring Guests are Cared for Like Family and Treated to 5-Star Accommodations*

Distinguished history of producing record-breaking sales and marketing strategies for guest-focused resorts and hotels. Known for driving multimillion-dollar revenue growth, exceeding RevPAR goals, and building uncommonly loyal guest relationships. Adept at improving bottom-line profitability while negotiating mutually-beneficial contracts. Successful in positioning full, select, and resort properties across North America. Extensive experience in the development, coaching, and leadership of top-tier personnel.

Generated \$120M/Year | Turned Around 14 Underperforming Properties | Achieved \$92.60 RevPAR  
Grew Profit of Single Hotel from \$1M to \$4.2M | Boosted Customer Satisfaction Scores 26%

### Career Narrative

#### ABC LODGING, San Antonio, TX, 2010 to Present

*Billion-dollar company that owns/manages 145 hotels and 40+ restaurants in 23 states.*

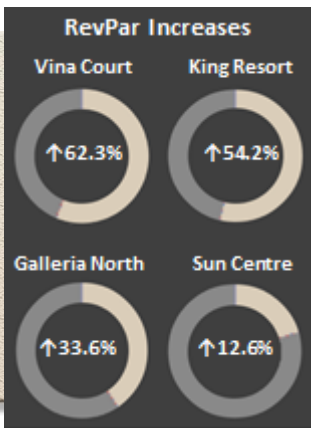
#### Regional Director of Sales and Marketing

Expertly manage company's largest regional portfolio, maximizing sales of 36 properties. Exceed all group, transient, and catering booking goals by designing holistic sales campaigns that effectively promote premium-branded, select, and full-service hotels. Craft annual business plan and drive corporate vision while formulating/communicating ABC's strategic response to hospitality and market trends across the nation. Generate demand, leads, and highly lucrative opportunities during the pre-opening sales phase of new hotel launches. Engage clients/prospects during property visits, sales webinars, town hall meetings, and annual sales conference. Leverage extensive personal network of sales contacts to open special accounts; work with consortia programs and AAA to optimize distribution channels.

ABC Lodging Hotel Scorecard	
Performance	Ranking
Superior	Platinum
Above Expectations	Gold
Meet Expectations	Silver
Below Expectations	Brown
Unacceptable	Red

**Grew top-line sales from 76.75% in 2010 to 118.40% in 2016. Beat profit goals every year while driving \$120+ million in revenue.**

- Brought 14 "Red" ranking hotels to "Gold" status by 2012.
- Empowered State of Texas to win "Platinum" ranking from 2011-2015.
- Elevated region of 36 hotels to earn "Gold" or "Platinum" rankings by 2016.



**Opened 18 hotels with the highest RevPAR in ABC's history at \$362.**

- Increased RevPAR 33.6% for Galleria North and 12.6% for Sun Centre.
- Boosted RevPAR 62.3% for Vina Court and 54.2% for King Resort.
- Led Sun Centre to win Hotel of the Year recognitions in 2015 and 2016.
- Rescued 2 XYZ-owned properties with halted management contracts.
- Flawlessly renovated all 36 properties within 3 years.
- Created high-impact ABC Sales System, adopted company-wide.

#### ACME INN AND CONVENTION CENTER, Denver, CO

*Hotel with 190 guest rooms and 1700 sq. ft. of meeting space generating \$9.5 million in annual revenue.*

#### General Manager, 2007 to 2010

Directed and motivated 45 cross-functional team members to peak performance levels while maintaining the highest levels of excellence in customer service, operational efficiency, and cleanliness. Led managers, front desk agents, and housekeeping staff to focus on improving the customer experience at every phase. Optimized staffing levels and schedules while managing human resources.

### Competencies

- Aggressive Growth
- Staff Motivation
- PR & Ad Campaigns
- Profit Maximization
- Productivity Optimization
- Market & Trend Research
- Competitor Intelligence
- Analysis & Forecasting
- Pricing Strategies
- Rack Rate Tactics
- Property Renovations
- Project Management
- Persuasive Presentations
- Consultative Selling
- Contract Negotiation
- P&L Management
- Print & Digital Marketing
- Salesforce Training

### Awards

- Sales Team of the Year Award, 2012-2016
- Director of the Year Award, 2013 & 2016
- Hotel of the Year Award, 2015 & 2016
- Opening Hotel Sales Team of the Year Award, 2015

### Education

- Bachelor of Science in Business Administration
- STATE UNIVERSITY San Antonio, TX

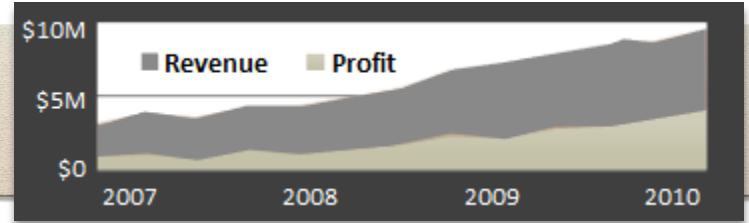
- San Antonio, TX
- 210.555.5555
- rs@notme.com
- LinkedIn Profile



ACME INN AND CONVENTION CENTER, Continued:

- Achieved 88% occupancy rate and \$92.60 RevPAR, beating local industry average of 64% occupancy and \$84.25 RevPAR.
- Survived drastic decrease in demand during global financial crisis by cutting operational expenses 18%.
- Augmented annual revenue by \$60,000+ each year by responding to bids on HotelBooker.com.

- Boosted profit from \$1 million to \$4.2 million.
- Increased top-line revenue from \$3.1 million to \$9.5 million.
- Raised customer satisfaction scores from 72.3% to 98.9%.
- Reduced staff turnover rate from 62% to 8%.



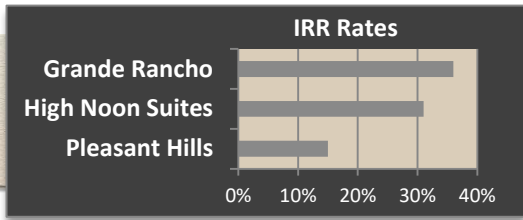
XYZ DEVELOPMENT AND HOSPITALITY MANAGEMENT, Colorado Springs, CO

Elite company known for first class service, operational excellence, and exceeding the expectations of discerning owners/investors.

Corporate Director of Sales and Marketing, 2002 to 2007

Recruited to maximize sales and expand \$550+ million portfolio of developed projects. Accelerated new property acquisition while closing multimillion-dollar management contracts. Engaged potential investors and ownership groups with persuasive messaging delivered through corporate website, printed collateral, and compelling sales/marketing presentations. Effectively promoted XYZ's uncompromising, exceptional guest experience. Produced targeted publicity campaigns and accurate market studies.

Improved internal rate of return (IRR) rates:



- Grande Rancho sold at an IRR of 36% after only 8 months of operation.
- High Noon Suites, previously in receivership, sold at 31% IRR.
- Pleasant Hills, with 4 hotels, sold after 5 years of operation for an IRR of 15%.

Aggressive Growth of National Accounts:

- Achieved the highest RevPAR increase for VWX Worldwide while developing the historic President House of the Rockies.
- Enabled development of \$342 million in hospitality real estate by introducing an extraordinarily effective sales approach.

Steered 28-property salesforce to surpass ambitious profit goals, despite the transfer of ownership of a major convention center. Completed unique and complex historical property restorations; conducted extensive research and successfully rebranded iconic locations, such as FGH Palace. Ensured property teams followed internal revenue management procedures and utilized only the most reliable industry statistics. Formulated daily forecasts and carefully monitored site activities.

PQR HOSPITALITY, Denver, CO

One of America's premiere lodging companies that owns, manages, and franchises 320 hotels.

Regional Vice President of Sales and Marketing, 1997 to 2002

Exceeded all annual revenue goals while leading the 2<sup>nd</sup> highest revenue-producing region in the company. Set and beat sales objectives for 40 managed/franchised hotels throughout a 5-state region. Optimized performance of global distribution systems, brand websites, and regional call centers. Served as a corporate trainer, leading educational seminars for audiences of 100+.

- Empowered 12 underperforming hotels to realize \$41 million revenue increase in just 18 months by leading sales blitzes across 4 states.

Affiliations

Hospitality Sales and Marketing Association International (HSMAI)  
Global Business Travel Association (GBTA)