



HSMAI SPECIAL REPORT

# 2020 Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization

**Lessons in Leadership, Creativity, and  
Innovation During the Pandemic Year**

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**By Robert A. Gilbert, CHME, CHBA**

*President and CEO, Hospitality Sales & Marketing Association International (HSMAI)*

**H**SMAI's Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue-Optimization are always just that: extraordinary. But our most recent class of honorees is something else.

Presented with IDEaS, a SAS company — our Top 25 Program Partner — Top 25 recognizes leaders in sales, marketing, and revenue optimization from hospitality, travel, and tourism organizations for their accomplishments in the preceding 18 months. Obviously, that means our 2020 Top 25 are being honored at least partly for their role in helping their companies respond to the pandemic.

When you read the profiles of all of them in this HSMAI Special Report — made possible with the support of HSMAI Organizational Member companies — I'm sure you'll agree with me that their efforts on behalf of their guests, clients, and team members are not just extraordinary but inspirational. As our industry continues on the path to recovery, we thank the 2020 HSMAI Top 25 for helping light the way.

Learn more about our Top 25 Extraordinary Minds program at [adrianawards.hsmmai.org/top-25-lifetime-awards/hsmmai-top-25](https://adrianawards.hsmmai.org/top-25-lifetime-awards/hsmmai-top-25).



## ABOUT HSMAI

Hospitality Sales & Marketing Association International (HSMAI) is the hospitality industry's leading advocate for intelligent, sustainable hotel revenue growth. HSMAI provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMAI's Revenue Optimization Conference, Marketing Strategy Conference, Sales Leader Forum, and Adrian Awards. HSMAI offers organizational and individual membership, with more than 7,000 members in four global regions — the Americas, Asia Pacific, Europe, and the Middle East. — [hsmmai.org](https://hsmmai.org)

## TOP 25 PROGRAM PARTNER





## TODD ARVISO

Vice President and  
Commercial Director,  
Americas Managed Hotels

*Hilton Hotels*

In his role with Hilton, Todd Arviso leads a team of more than 40 professionals who support sales, catering, revenue optimization, and commercial performance teams for 275 managed hotels across 15 countries. He is responsible for creating opportunities for career development, driving performance results, aligning performance plans across disciplines, and advancing the functional capabilities of sales, catering, and revenue optimization. Additionally, he serves as a leader for the Global Commercial Director Leadership Team and the Global Revenue Management Leadership Team. Prior to joining Hilton, Arviso worked for several companies including Hyatt, Destination Hotels & Resorts, and Accor. Most recently, he took an opportunity to explore a passion and started a software company that focuses on meeting and event space pricing and optimization. Arviso holds a bachelor's degree from Washington State University and lives in Scottsdale with his wife, Erin, and two children, Bridget and Archie.

**ACCOMPLISHMENTS:** Under Arviso's leadership in 2018 and 2019, Hilton reached new heights in dominating market share through initiatives such as Everybody Sells and Everybody Yields. During the pandemic, he has led the development of tools and resources to help hotels and owners to succeed in a low-demand environment.

**NOMINATED BY:** *Christopher Perry, Hilton Hotels* — "Todd has to have a caffeine drip at his desk, and that is okay, because his intense energy and passion has led a consistent theme of new and creative thinking in order to adapt to a world that has changed overnight. That leadership has brought a smaller commercial team (and a smaller Hilton overall) together over the last year who delivered some of the most innovative tools I have seen in 35 years of being in this industry."

## TODD ARVISO ON STAYING MOTIVATED IN 2020:

"While 2020 was undoubtedly a tough year, I found inspiration from two sources: the way Hilton as a company responded to the pandemic and the opportunity to lead our business through a recovery. First, Hilton has built an outstanding workplace culture, which we were honored to have recognized in 2019 and 2020 by *Fortune* as the number-one "Best Company to Work For" in the United States. As the effects of the pandemic became clear, our culture was put to the test. I was proud of Hilton and inspired by our most senior leaders, as every difficult decision they made truly led with our values. When presented with challenges, it was our culture that kept us together and made us stronger.

"Second, as we began to feel the impact to our business, I found myself feeling the emotional impact that came from temporarily suspending many of our hotels and the difficult decisions around our workforce. I found comfort in channeling this energy into the recovery that would ultimately reopen our hotels and bring back our team members. Recovery became my obsession and, in many ways, my purpose. By doing so, I was able to get excited about the future and, even more importantly, get my team motivated for the comeback. This gave us all the chance to introduce a new narrative and balance out the negativity of the day with the positivity of the future."



**HEATHER  
BAILEY, CHBA,  
CHT, CAEHM**

Senior Director, Worldwide  
Sales – Hotel Sales  
Optimization

*Best Western Hotels & Resorts*

A respected leader and mentor, Heather Bailey has more than 25 years of hospitality experience working with an array of hotels, including select-service and convention hotels. In 2010, she joined Best Western Hotels & Resorts (BWH) as a liaison between hoteliers and the Worldwide Sales team, partnering with hotels to develop successful sales strategies and drive revenue. Utilizing her leadership skills and innovative thinking, Bailey transformed her initial role into a team of talented professionals whose primary focus is on preactivation, sales training, and business acumen. She received a bachelor's degree in hotel management with a minor in marketing from Southern New Hampshire University.

**ACCOMPLISHMENTS:** Bailey played an integral role in developing valuable tools and programs for hoteliers, including BWH's sales onboarding, sales champion, and award-winning 2.0 sales training programs.

**NOMINATED BY:** *Dorothy Dowling, Best Western Hotels & Resorts* — "Heather exhibits the 'WE CARE' philosophy of our brand. She always leads with a caring mindset in supporting our hotels, her colleagues, and her subordinates. Heather has extraordinary subject-matter expertise, but it is her whole-heart leadership that truly distinguishes her as an exceptional leader in our business. Heather is credited by many of our hoteliers as being a lifeline as she has built extraordinary toolkits and training to assist our hotels in navigating COVID."

**HEATHER BAILEY ON  
STAYING MOTIVATED IN 2020:**

"Motivation has always been an essential component of my work ethic; reaching goals, identifying successful revenue opportunities for hotels, and growing and developing my team are just some of the objectives that fuel me. But none motivate me more than working alongside my team, especially during this unprecedented time. Their loyalty, dedication, and flexibility to pivot in an ever-changing environment with compassion and empathy has been awe-inspiring to witness."



## GATHAN BORDEN, CHDM

Vice President of Marketing  
*VisitLEX*

Gathan D. Borden is a 14-year veteran of the tourism industry. In his role with VisitLEX (the Lexington Convention & Visitors Bureau), he oversees advertising, branding, marketing, public relations, social media, visitor services, and web strategies for the city of Lexington as it relates to travel and tourism. A much-sought-after industry speaker, Borden speaks frequently at local, regional, and national tourism conferences on various marketing topics and trends. He is a board member of the U.S. Travel Association's Destination Council Board of Advisors, the Kentucky Travel Industry Association, Horse Country Inc., and the American Cancer Society, and a founding member of the Lexington-based Kentucky Black Bourbon Guild, which seeks to honor the history of minorities' contributions to the bourbon industry and increase the representation of minority cultures in the spirits industry.

**ACCOMPLISHMENTS:** At the onset of the pandemic, Borden immediately pivoted VisitLEX's marketing efforts, creating multiple viral online promotions, including daily Facebook programming, destination Zoom backgrounds, website updates, and more.

**NOMINATED BY:** *Casey Galasso, Quinn PR* — "Gathan consistently stays one step ahead of his peers in destination marketing, and it's his ability to innovate nimbly and efficiently that gives VisitLEX the leg up, breaking through the clutter in standard tourism promotion. Beneath Gathan's humble, suave demeanor is a quiet storm of ideas and forward-thinking innovation. He never stops moving, and where he goes, the industry follows."

## GATHAN BORDEN ON STAYING MOTIVATED IN 2020:

"My motivation over the past year has been to see the hospitality industry thrive again. We were riding this 10-year high, and we saw it all fall apart in a matter of months. Travel has so many positive effects on our personal and professional lives, and we've all missed it. Knowing how many people are employed in our industry and knowing how big of an impact our work has on the local hospitality community personally motivated me to do all that I can to make sure that our community stayed safe, was educated, and prepared for the return of travel."



## JONATHAN CAPPS

Vice President of Revenue  
*Charlestowne Hotels*

Jonathan Capps oversees internal and external revenue optimization at Charlestowne Hotels. Offering extensive knowledge of corporate strategies, he takes a 360-degree approach to Charlestowne's work: marrying creative development with data science to increase revenue and assess targeted campaigns. Capps joined Charlestowne in 2010 as a corporate revenue manager and advanced to director of marketing before accepting the vice president of revenue position. Prior to joining the Charlestowne team, he was director of revenue optimization at Wild Dunes Resort and worked in hotel development with a Florida-based management company. He earned a degree in hospitality and tourism management from the College of Charleston and serves as an adviser for the college's hospitality revenue management MBA program.

**ACCOMPLISHMENTS:** Through his research in software and operational processes, Capps has created profitability-enhancement methods resulting in game-changing ROI for Charlestowne's properties.

**NOMINATED BY:** *Casey Galasso, Quinn PR* — "Jonathan has made a name for himself at Charlestowne and across the hospitality industry as an executive who doesn't follow the trends but who sets them. Always operating in a growth-centric mindset, a hallmark of Johnathan's leadership — and what makes him truly extraordinary — is his steadfast commitment to doing right by his hotels, owners, and team of revenue managers, constantly finding new ways for them to reach peak-performance levels they never imagined possible."

## JONATHAN CAPPS ON STAYING MOTIVATED IN 2020:

"Watching all our departments and property teams take on an 'I'll do whatever it takes' attitude to help our hotel(s) get through this extremely challenging time — from general managers living on property for a month and sales team members covering desk shifts, to all personnel helping to turn over rooms on 'busy' days. I've also kept motivated by utilizing some of the slower periods to focus on helping grow our portfolio and vetting new systems/technology."



**CRAIG  
CARBONNIERE JR.,  
CHDM**

Senior Director of Sales

*Milestone Inc.*

Craig Carbonniere Jr. is an 18-year hotel industry veteran consulting for lodging partners, travel brands, and hospitality associations. With executive-level experience in hotel operations, revenue management, sales, and marketing, Carbonniere implements holistic programs to achieve sustainable revenue growth and ROI for clients. Before becoming an award-winning supplier, he spent 10 years managing various hospitality disciplines for Grand Pacific Resorts, Interstate Hotels & Resorts, Starwood Hotels & Resorts, and The Walt Disney Company. He is also an accomplished speaker who regularly facilitates educational sessions for the California Hotel & Lodging Association (CH&LA), Wyndham Hotels & Resorts, and California State Polytechnic University, Pomona, and serves as vice president of marketing on the boards of directors for HSMAI's Los Angeles and San Diego chapters.

**ACCOMPLISHMENTS:** Thanks to Carbonniere's leadership, many of his hotel partners saw minimized decreases, and in several cases achieved increases year-over-year despite COVID.

**NOMINATED BY:** *Tammie Carlisle, Milestone Inc., and Elizabeth Fuller, HSMAI San Diego Chapter* — "Craig has made significant contributions to the hospitality industry throughout his career and especially in 2020. He is the first to ask me, 'What can I help with?'; and he is the definition of hospitality. Craig is known as a thought leader, which is why he is so highly sought out for speaking engagements. Clients and colleagues alike enjoy his approach, positive nature, and consultative advice." (Quote from Tammie Carlisle)

**CRAIG CARBONNIERE JR ON  
STAYING MOTIVATED IN 2020:**

"I'm inspired by the unwavering optimism shared within our hospitality community. Together, we are working toward a brighter tomorrow, and I'm personally committed to helping hotels rebound."



## DANA CARISS, CHDM

Vice President of Revenue  
Strategy and Distribution

*CoralTree Hospitality*

Dana Cariss is responsible for implementing the revenue strategy, distribution, and ecommerce objectives for CoralTree Hospitality. He works closely with property revenue optimization community teams and helps support each in their pricing, distribution, channel management, and marketing strategies to drive revenue and profit across all segments. Before joining CoralTree, Cariss worked for Destination Hotels in several revenue optimization roles before expanding to corporate director and then regional vice president for the company's West Coast properties. He has also held management positions with Handlery Hotels, Loews Hotels, Evolution Hospitality, and Open Hospitality. He currently sits on HSMAI's Revenue Optimization Advisory Board and is immediate past president of the HSMAI San Diego Chapter. Cariss is a graduate of the University of California, San Diego, with a double major in mathematics and economics.

**ACCOMPLISHMENTS:** Cariss has been instrumental in shifting CoralTree's distribution and channel mix by creating a "book direct" mantra among the company's independent hotels, leading to significant pre-pandemic increases in rooms profit, profit per occupied room, and profit per stay.

**NOMINATED BY:** *Nancy Kern, CoralTree Hospitality* — "Dana is a true asset to HSMAI and the hospitality community. He has the unique ability to mix the science of revenue management and analytics and bring them to life through creativity and innovation. He is a true partner to the home-office team, and his talent in the marketing arena complements the convergence of revenue and marketing online. Even through this year, Dana has continued to see the positive and think beyond the current crisis to build the foundation for CoralTree to continue into the future."

## DANA CARISS ON STAYING MOTIVATED IN 2020:

"I think I was able to find comfort in the uncomfortable rather quickly. Many of the traditional expectations and job functions of a DORM were immediately upended, so we had to adapt quickly and develop new approaches to old questions. It was kind of exciting in a way."



## SABRINA CENDRAL

Senior Vice President of  
Sales and Marketing

*Club Med*

Raised in the Netherlands, with British and French nationalities, Sabrina Cendral brings an extensive background in international business to Club Med, which she joined in 2008 after growing up visiting Club Med resorts around the world. In Paris, Cendral helped launch the brand's Luxury Villas and Chalets program and oversaw the customer experience design for several new resorts. In 2013, she relocated to Miami as the director of brand, communications, and product marketing for North America. Shortly after, she was promoted to vice president and now also oversees U.S. sales. Prior to Club Med, Cendral was a brand consultant for the marketing firm Wolff Olins. She earned a master's degree from HEC Paris business school.

**ACCOMPLISHMENTS:** Cendral has spearheaded trail-blazing concepts including the launch of a partnership with Cirque du Soleil, the creation of an adults-exclusive area in Club Med Punta Cana, and a new eco-chic resort in the Dominican Republic.

**NOMINATED BY:** *Vanessa Morin, Quinn PR* — "Sabrina's pure dedication and love for Club Med is showcased through all of the work she produces. She is a true team leader and team player who dives headfirst into any challenge thrown her way and inspires all of those who are lucky enough to work with her. Sabrina's leadership touches each person on Club Med's sales/marketing team and beyond."

## SABRINA CENDRAL ON STAYING MOTIVATED IN 2020:

"Creativity often arises from the toughest business environments. Finding new ways to engage with our clients while they could not travel, offering elements of reassurance for them to reconsider traveling, rethinking their vacation experience to cater to the post-COVID new normal, and most importantly keeping our marketing and sales teams safe, motivated, interconnected, and invested in these objectives is what has kept me motivated over the past year."



## DENISE CHAPMAN

Director of Marketing

*Waldorf Astoria Monarch  
Beach Resort & Club*

Creating and merchandising luxury lifestyle experiences has been Denise Chapman's passion throughout her hospitality career. For more than two decades, she has led resort marketing teams to launch new brands, polish existing ones, and turn around under-performing assets. Currently the director of marketing for Five Diamond-rated Waldorf Astoria Monarch Beach Resort & Club, her roster of upscale resort marketing director roles has included Monarch Beach Resort, Omni Hotels & Resorts, La Costa Resort & Spa, Claremont Resort & Spa, Sonoma Mission Inn, La Quinta Resort & Club, and Resort at Squaw Creek. In the past, Chapman has served as an adjunct instructor at California State University, San Marcos, a member of the board for Visit Carlsbad, and an HSMAI Adrian Awards judge. She is currently a member of the HSMAI Resort Best Practices Roundtable.

**ACCOMPLISHMENTS:** During the pandemic, Chapman functioned as a team of one, with the key objectives of staying close to customers and employees, being of service to them while they were locked down, and building leisure momentum heading into reopening. Thanks to her efforts, despite COVID, Monarch Beach Resort saw a 3-percent year-over-year increase in leisure volume.

**NOMINATED BY:** *John Rovie, Waldorf Astoria Monarch Beach Resort & Club* — "While Denise's experience and accomplishments are amazing, it's the person behind the impressive skills and results that is so deserving. The quality and quantity of her achievements during this unprecedented time was remarkable. Denise is driven by doing what is best for colleagues and what is best for customers ... which is inevitably what is best for the business."

## DENISE CHAPMAN ON STAYING MOTIVATED IN 2020:

"The challenges of the pandemic have required our team to collaborate in new ways and dig deep to find solutions. Knowing that the livelihood of our coworkers and the wellbeing of our management company and ownership are all at stake has provided powerful motivation to keep moving forward with urgency."



## SONALI FERNANDO

Regional Director  
of Revenue

*Virgin Hotels*

Sonali Fernando is a dynamic, results-driven leader with more than 15 years of experience in the hospitality industry and a diverse background in branded and lifestyle hotels in highly competitive urban destinations and resort markets. She is responsible for leading an energized revenue optimization team that is dedicated to achieving top- and bottom-line performance, managing distribution strategy, and gaining market share. Prior to joining Virgin Hotels, Fernando worked for Hostmark Hospitality, where she held various positions including accommodations specialist, revenue manager, director of revenue, and, most recently, regional director of revenue overseeing a diverse portfolio of more than 15 hotels.

**ACCOMPLISHMENTS:** Even before COVID-19, Fernando was being called on to take on more responsibility and adapt to rapidly changing circumstances. Working for a growing brand, she became the go-to person to help Virgin improve performance at a challenged asset and to open two new hotels.

**NOMINATED BY:** *Ed Skapinok, Makr Hospitality* — “As hoteliers we are lucky to have someone with Sonali’s unique combination of intellect, determination, and enthusiasm. Sonali succeeded in every circumstance because of her tireless work ethic and willingness to try new approaches to achieve superior results. She has decided that hospitality is the place for her and has dedicated herself to a career in this field.”

## SONALI FERNANDO ON STAYING MOTIVATED IN 2020:

“Success has always been my primary motivator. Despite having to reevaluate how we define success in the current environment, it is still possible to win. Figuring out how to keep winning, to not just survive the times but to excel despite them, has been my motivation. The pandemic has forced all of us in the hospitality industry to become more, do more, to be nimble, move faster, work harder, and get more done with fewer resources. To be able to deliver results in the most difficult of times has kept me motivated over the past year. It has also been inspiring to watch teams come together and develop new ways of working. We have stopped doing things because we’ve always done them, and overhauled processes to improve efficiencies. The adaptability and resilience of the people I work with has been inspiring.”



**ELANA  
FRIEDMAN**

Chief Marketing Officer

AKA

In her role with AKA, a leader in luxury hotel residences, Elana Friedman oversees all aspects of the brand's marketing strategy, including the development of integrated marketing programs, advertising campaigns, public relations, digital/social media, strategic brand partnerships, and ecommerce. She has been recognized for building strong teams, identifying brand-right business collaborations, and approaching challenges with a cross-functional mindset. Prior to AKA, Friedman spent 15 years at an award-winning New York City-based marketing agency developing successful marketing campaigns for world-class luxury brands.

**ACCOMPLISHMENTS:** In her 10-plus years with AKA, Friedman has established the company as a visionary and forward-thinking brand, aiding in its expansion to core markets across the United States and in London. Until the pandemic, under her leadership, AKA enjoyed year-over-year increases in conversions, direct bookings, and revenue generated through StayAKA.com.

**NOMINATED BY:** *Jackie Jordan, Quinn PR* — "Elana is thoughtful, steady, and brilliant. She inspires and encourages all team members inside and outside of AKA to ask questions and bring ideas to the table. She maintains an incredibly positive spirit that fosters collaboration. Elana has spearheaded programs that have gone viral through the media and around the world."

**ELANA FRIEDMAN ON  
STAYING MOTIVATED IN 2020:**

"A different style of collaboration has emerged within our company over the past year. Facing heavy challenges as a team while physically separate for an extended time created a new recipe of partnership, accountability, creativity, and trust. Our team's unwavering commitment to their colleagues, company, and the guest experience has been extremely motivating."



## BETTINA GARIBALDI

Senior Vice President and  
Managing Director

*Ketchum Travel Hospitality  
and Leisure*

Bettina Garibaldi brings years of experience leading integrated marketing communications campaigns. She is an expert at building and elevating destinations, travel, and hospitality brands through media relations, thought leadership, consumer engagement, and strategic partnerships and events. She has received more than 40 best-in-class awards for campaigns she's spearheaded, including Ketchum's most-awarded PR-led campaign for one of her destination clients. Garibaldi is also a *PRWeek* 40 Under 40 2020 recipient, the most notable recognition within the public relations industry. She is originally from Argentina and fluent in Spanish, and her motto is *collect special moments, not things*. Garibaldi has a bachelor's degree in business administration from Baruch College/CUNY and a master's degree in corporate communications from NYU.

**ACCOMPLISHMENTS:** With the pandemic, Garibaldi led client Discover Puerto Rico to become the first destination to provide live tours of cultural attractions virtually — with earned media relations efforts resulting in nearly 500 placements in top lifestyle, travel, trade, and consumer publications.

**NOMINATED BY:** *Mike Doyle, Ketchum* — "Bettina is a master at integrated marketing communications that achieve business goals. Through years of business-driving, award-winning work, her strategic, flawlessly executed campaigns elevate travel brands well beyond expectations. What Bettina has accomplished this year — and it sure has been a tough one for travel — and throughout her entire career is extraordinary. Our agency is proud to have her as a guiding leader."

## BETTINA GARIBALDI ON STAYING MOTIVATED IN 2020:

"The heroes that are working tirelessly to help combat the pandemic, from COVID-19 researchers to front-line workers. We oftentimes take things for granted, and it's times like these that really put our blessings into perspective. Many people have suffered during the pandemic, losing loved ones, their jobs, and so much more. To know that four in 10 U.S. jobs lost due to COVID-19 are in leisure and hospitality is alarming but not surprising. It is even more reason why additional recovery strategies are needed to shorten the industry's recovery period, not only because traveling brings positive feelings, experiences, and memories but because there are a ton of people whose livelihoods depend on travel and tourism."



## GRIFF GARWOOD

Senior Director of  
Global Media

*Marriott International*

Since joining Marriott in 2011, Griff Garwood has led a team of marketers at the company's headquarters to create and implement innovative media initiatives that generate room revenue for Marriott's more than 7,000 hotels worldwide. In his current role, he manages several of Marriott's largest media partnerships while also evaluating new advertising opportunities. With a focus on performance media, Garwood's marketing efforts drive bookings for hotels across Marriott's portfolio of brands, including JW Marriott, Residence Inn, Courtyard, Fairfield, Westin, and Sheraton. Since he joined the company, his team has expanded Marriott's highly effective paid search, metasearch, and affiliate media programs to benefit hotels around the world. Garwood holds an MBA from the University of Maryland.

**ACCOMPLISHMENTS:** Garwood's leadership helped generate more than \$525 million in hotel revenue by the end of 2020, exceeding an aggressive goal set for recovery.

**NOMINATED BY:** *Andy Kauffman, Marriott International* — "He is simply fantastic. Expertise, calm under fire, strategic, and a leader amongst his peers. The scale and complexity of what he manages on a daily basis is far greater than most hotel companies, given the scale of Marriott Bonvoy and our 30-plus brands."

## GRIFF GARWOOD ON STAYING MOTIVATED IN 2020:

"I have been motivated by the energy and sense of teamwork that I see from my colleagues at Marriott. Everyone is focused on ways to innovate and move the business forward. It is exciting to see new ideas from the members of my team and their commitment to finding additional ways to generate business for our hotels around the world. In addition, I am also motivated by the hard work that I see from our agency and media partners. We are all working toward the same goals."



**STEPHANIE  
GLANZER, CMP**

Chief Sales Officer and  
Senior Vice President

*MGM Resorts International*

Stephanie Glanzer oversees MGM Resorts International's group sales and operations efforts, including overall group sales strategy, industry relations, global sales, new developments, and property operations. She began her career with MGM in leisure sales at The Mirage in 1998; her success led to management positions in sales at The Mirage, Bellagio, Mandalay Bay, and Delano. She also served as vice president of sales and marketing at ARIA Resort & Casino and Vdara Hotel & Spa, where she played an instrumental role in the planning, development, and creation of ARIA. Glanzer earned degrees in organizational business as well as sales and marketing from Southern Methodist University. In her time away from work, she enjoys travel, live music, cooking, and spending time with her family.

**ACCOMPLISHMENTS:** Throughout the crisis, Glanzer has ensured that MGM stayed relevant and focused on both short- and long-term impact strategies for revenue, pace, and digital innovation. During shutdown, her strategy for cancellation mitigation led to the majority of business being rebooked for future years and helped MGM maintain pace for Q3 2021 and beyond.

**NOMINATED BY:** *Amanda Voss, MGM Resorts International* — "Stephanie is a very intelligent woman who works hard for the entire sales team at MGM Resorts whether through mentoring or always making herself available. With her steadfast mind and caring nature, she has created an environment that supported us as well as guided us through this time. We could not have asked for a better leader during a tumultuous time."

**STEPHANIE GLANZER ON  
STAYING MOTIVATED IN 2020:**

"Without a doubt, the talented individuals that I work alongside have kept me motivated. Despite being shut down and not having any or little group business, my team has done an amazing job of having difficult conversations about cancellations, creating and executing new health and safety protocols, booking future business, and holding each other up. Our goal has been to stay focused on bringing back the business for the long term."



## MICHAEL J. GOLDRICH, CHDM

Global Head of  
Digital Marketing  
*Club Quarters*

Developing creative, compelling campaigns, staying attuned to customers' changing needs, and refining the brand experience are all tactics Michael J. Goldrich has perfected over the two decades he has spent leading digital marketing teams for multimillion-dollar brands. Prior to his role at Club Quarters, Goldrich helped transform ecommerce and digital marketing capabilities for Starwood, Wyndham, Accenture, and Monster Worldwide. He is a longtime volunteer with the Taproot Foundation and chairs HSMAI's Marketing Advisory Board Tactical Workgroup. Goldrich holds a bachelor's degree in literature from the University of Michigan and a master's degree in business communications from Northwestern University.

**ACCOMPLISHMENTS:** In 2019, Goldrich rolled out a new mobile-first, fully ADA-compliant rebranded website for the Club Quarters brand and also led Club Quarters to its most successful annual sale campaign by implementing new cross-department marketing operation processes with innovative pricing and creative concepts for an omnichannel campaign. During the pandemic, he worked to ensure consistent messaging across all channels about the revised CQ Safe and Clean Program.

**NOMINATED BY:** *Katerina Hurlburt, Pacific Hospitality Group* — "Michael can always be counted on to share new ideas and concepts. He has several unique innovations, challenging situations, and a cutting-edge sales campaign, including his creation of innovative marketing operations processes to streamline and increase the speed of campaigns from concept to production, his pivoting to bring an entirely new leisure segment targeting on brand, his piloting of programs, his creation of new parking concepts to make them ubiquitous, and his new ideas pushed at HSMAI on the Marketing Advisory Board."

## MICHAEL GOLDRICH ON STAYING MOTIVATED IN 2020:

"Club Quarters has hotels in eight city centers in the United States and the United Kingdom, and we've historically catered to business travelers. When business travel came to a halt during the pandemic, we had to pivot and refocus our marketing efforts on local leisure customers. With revenues down sharply, we also had to do more with less. Targeting and engaging the new COVID traveler segment through high-impact, low-cost campaigns was equal parts challenging and motivating."



## ELIOT HAMLISCH

Executive Vice President  
of Loyalty and Revenue  
Optimization

*Wyndham Hotels & Resorts*

Eliot Hamlisch is responsible for maximizing revenue-generating opportunities across Wyndham's diverse portfolio of 20 iconic brands, with oversight for the company's customer engagement, loyalty, credit card, partnerships, distribution, and revenue optimization functions. Prior to his current position, Hamlisch led Wyndham's Global Sales organization, having joined the company in 2016 as vice president of sales innovation after serving in senior sales, strategy, and business development roles with Starwood Hotels & Resorts, Deloitte, and American Express. Hamlisch graduated from Harvard University and received his MBA from Harvard Business School. He currently sits on the advisory board of Cornell University's Center for Hospitality Research and Harvard University's Harvard College Schools Committee and is a founding member of HSMAI's Chief Loyalty Officer Executive Roundtable.

**ACCOMPLISHMENTS:** Hamlisch has helped guide Wyndham and its franchisees on the critical path to recovery. In the last year, he and his team have developed and executed a comprehensive pandemic revenue optimization strategy, launched a reimagined co-branded credit card suite, launched Wyndham's Everyday Heroes campaign, and more.

**NOMINATED BY:** *Lisa Checchio, Wyndham Hotels & Resorts* — "Eliot represents the best of Wyndham. Both thoughtful and strategic, he has a natural ability for identifying large, complex business challenges and mobilizing cross-organizational teams to unlock timely and effective solutions. His passion for travel is unmistakable, and he brings infectious levels of positivity and energy into all that he does. The continued support and leadership of Eliot has helped Wyndham continue to outperform amid the pandemic."

## ELIOT HAMLISCH ON STAYING MOTIVATED IN 2020:

"My son (Jacob, 7) and daughter (Emma, 5) have been my inspiration over the past year. Consistently smiling, perpetually idealistic, eternally enthusiastic, and seemingly unfazed by daily Zoom calls and virtual playdates, their positivity and optimistic outlook have been truly motivational. While the list of challenges we've collectively faced is a lengthy one, my children kept me upbeat and forward-looking as we sailed the rough seas of 2020 together."



## RHETT HIRKO, CRME

Global Vice President of  
Revenue Optimization

*Preferred Hotels & Resorts*

Rhett Hirko is responsible for supporting revenue activities and working with Sabre to support reservation and distribution needs for all Preferred Hotels & Resorts member properties across the globe. Hirko has practiced revenue optimization for more than 25 years, including the past six at Preferred. Previously, he designed and implemented the single-image inventory reservations process for Hyatt Hotels in North America and oversaw revenue optimization for the company in a regional capacity for seven years. For the next 14 years, he designed the CRS-RM interface and the RM training program and directed the RM process at Hyatt International. He then was transferred to Zurich to head revenue for Hyatt in Europe, Africa, the Middle East, and Southwest Asia. Hirko majored in hotel and restaurant management at Michigan State University. He lives in Southern California wine country with his spouse and two dogs.

**ACCOMPLISHMENTS:** Hirko's building-block and consensus-building approach has provided benefits to Preferred's member hotels and to the company at large. He formed a global task force representing corporate sales, leisure sales, marketing, and revenue optimization that led to a 5.2-percent uplift in penetration compared to the competition and 16-percent growth in bookings for the hotels that were part of the task force's focus.

**NOMINATED BY:** *Michelle Woodley, Preferred Hotels & Resorts* — "In his 20-plus years in the industry, Rhett has demonstrated an unwavering commitment to the advancement of revenue management practices and integration within property and corporate environments. Rhett's passion for hospitality and the revenue management discipline is undeniable by all who encounter him. He is an advocate for education and training and spends time helping others develop and advance."

## RHETT HIRKO ON STAYING MOTIVATED IN 2020:

"I've always tried to find creative solutions to problems, but so often organizational or cultural barriers have made such solutions difficult for others to receive, much less implement. The pandemic has been transcendent, forcing behavior changes that have allowed creativity to blossom. I've been amazed to see people break out of the box they've put themselves in and thrive when put to some of the challenges with which they've been presented. It's been hugely motivational, and I can't wait to see once business returns to a degree of normalcy how our adaptations will impact our organization."



## SARA JOSEPH

Senior Vice President and  
Head of Travel & Lifestyle

*BerlinRosen*

Sara Joseph is a former TV producer-turned-public relations powerhouse who heads up BerlinRosen's Travel & Lifestyle practice. She looks after Singapore Airlines, Waldorf Astoria New York, Wythe Hotel, Boston Seaport, RVshare, Summit One Vanderbilt, Silverstein Properties, and other clients. A few of her strategic endeavors have included Harley-Davidson, IHG, Marriott International, Omni Hotels, Fontainebleau Miami Beach, The Setai Miami Beach, Club Med, Celebrity Cruises, and Greater Miami and the Beaches.

**ACCOMPLISHMENTS:** In just three years since Joseph joined BerlinRosen to develop the Travel & Lifestyle practice, the firm has become one of the most prominent PR agencies for this sector. Among other projects, she led the team that launched the TWA Hotel at New York's JFK Airport, including a consumer-facing campaign that garnered more than 1,400 stories in 42 countries with 8.9 billion impressions.

**NOMINATED BY:** *Yann Hatchuel, BerlinRosen* — "A total PR superstar, Sara has the rare quality of leading by example. She has a deep passion for telling our clients' stories and amplifying their work even through the most challenging times, such as the major crisis in the travel sector as a result of COVID-19. Even during 2020, she managed to develop creative strategies to still keep clients in the news. Through her nimble tenacity, Sara empowers her team to bring their best selves to (remote) work every day."

## SARA JOSEPH ON STAYING MOTIVATED IN 2020:

"My team and clients have kept me motivated this year. Working together to support each other and brainstorming ideas to keep business moving forward in meaningful ways has helped to keep us focused while we work through this pandemic."



## NICOLE LIERHEIMER

Vice President of  
Public Relations and  
Communications

*Accor*

In her role with Accor, Nicole Lierheimer is responsible for overseeing public relations and communications strategy for North and Central America (NCA), with oversight of more than 100 hotels in nine countries. She leads the NCA public relations team and agencies in driving earned media programs and events, press outreach and engagement, thought leadership and executive profiling, strategic messaging, creative content and storytelling, new development and opening communications, and crisis management. Lierheimer's team is also responsible for managing the North American media market for Accor Global, driving press coverage of corporate announcements and news from Accor's 40-plus brands, including Fairmont, Raffles, Sofitel, SO/, MGallery, Swissôtel, and Novotel. She advises on both internal and owner communications for the NCA hub and serves on Accor NCA's Food & Beverage Council and Diversity & Inclusion Committee.

**ACCOMPLISHMENTS:** Lierheimer has helped lead Accor's transformation in NCA from a relatively traditional B2C marketing approach to an experiential multidisciplinary approach. This has resulted in exponential growth in media impressions as well as a greater depth of understanding of the Accor brands in this part of the world.

**NOMINATED BY:** *Michael Innocentin, Accor* — "Nicole works tirelessly to drive the organization forward. Her positive attitude has a halo effect across the entire sales and marketing team. She is a true asset to the organization and the industry at large. Since Nicole joined the Accor North and Central America team, all metrics surrounding media and social impressions and engagement have grown dramatically. She has helped develop a much more creative and innovative approach to marketing that is cutting-edge in our industry."

## NICOLE LIERHEIMER ON STAYING MOTIVATED IN 2020:

"We have incredible teams in our hotels drawing on every ounce of strength, agility, and resourcefulness they possess to continue safely and warmly welcoming and looking after our guests amidst a global pandemic. I am honestly blown away by the spirit and heart they continue to show every single day. So, if we can do one thing that helps them feel supported, connected, and less alone, then that is worth every extra hour that we have put in managing this crisis."



## GISSSELL MORONTA, CMP

Vice President of Sales and Marketing

*Atrium Hospitality*

Gissell Moronta kicked off her hospitality career in sales as a convention services manager before progressing through catering, group sales, sales and marketing, and customer contact centers. Moronta created the first centralized inbound RFP team for Starwood, which she took from pilot stage to a multimillion-dollar inbound operation. Over two decades, she served in multiple roles leading to Adrian Award-winning performances. For the past five years, she has been with Atrium Hospitality, where she is responsible for the direct sales performance of a portfolio of hotels including Hilton, Marriott, and IHG brands. Moronta holds a bachelor's degree in hotel business administration from Pontificia Universidad Católica Madre y Maestra in the Dominican Republic and a master's degree from Harvard University. She serves on HSMIA's Sales Advisory Board and leads the diversity and inclusion resource group at Atrium Hospitality.

**ACCOMPLISHMENTS:** The pandemic required Moronta to reduce and transform Atrium's sales organization. Her expertise in optimizing sales processes was critical to streamlining the new operation, and her unique communication and leadership style turned an unmotivated team back into a high-performing team.

**NOMINATED BY:** *Juli Jones, HSMIA, and Ed Skapinok, Makr Hospitality* — "Gissell is an achiever. She overcomes obstacles that would discourage 95 percent of professionals if they were faced with the same circumstances. Even as an accomplished leader, she still strives to make improvements in herself, her organization, and her team. She has tenacity, a tremendous desire to succeed, and for her work and accomplishments is worthy of recognition." (Quote from Ed Skapinok)

## GISSSELL MORONTA ON STAYING MOTIVATED IN 2020:

"A constant motivation was generating enough revenue to provide our operators the capital to hire back our furloughed colleagues. There have been so many people whose careers are derailed and to no fault of their own. We have the responsibility to work as hard and as creatively as we can to recover and provide a space for their return to the workforce, whether that is in the form of creating job opportunities in our companies, referrals through our network, mentorship, or simply moral support to ensure we are contributing to their wellbeing during this industry crisis. The motivation is their contribution in whatever form we can afford."



## STACI OLNEY

Vice President of  
National Sales

*Red Roof Inn*

Staci Olney is responsible for helping Red Roof achieve its revenue goals by leading the national sales team and deploying their objectives that support the brand's more than 650 hotels. Olney's responsibilities include strategic planning for all vertical markets, building and maintaining relationships with the franchise community, developing tools and processes that support direct sales and customer engagement, including continuous improvements to the commercial Volume Plan Plus program, and maintaining relationships with top customers. She gained nine years of operations experience at independent hotels in the leisure segment prior to joining Accor in 1998. Upon Westmont Hospitality Group's acquisition of Red Roof in 2007, Olney was promoted to director of national sales, then to her current role in 2017.

**ACCOMPLISHMENTS:** As the coronavirus pandemic unfolded, Olney led Red Roof's sales team as well as the Red Roof Sales COVID-19 Task Force. Her husband is a firefighter and other family members are nurses, and her personal knowledge of the unique challenges that COVID-19 presented to first responders was key to her work spearheading Red Roof's Room in Your Heart Opening Doors to First Responders campaign.

**NOMINATED BY:** *Andrea Thompson, HK Strategies* — "Staci's passion and compassion guides and directs her everyday actions. Her ability to strategically lead the national sales team to seek viable revenue optimization opportunities while also leading the Red Roof Sales COVID-19 Task Force is an inspiration not only to her team but all other Red Roof team members."

## STACI OLNEY ON STAYING MOTIVATED IN 2020:

"What has kept me motivated over the past year? The responsibility and respect that I have for our sales team and organization. With this responsibility comes the opportunity to set positive examples of how we respond to and overcome challenges; it is something that kept me highly motivated and engaged with my team in 2020."



## SHAWN PALEY

Senior Director,  
MDS Studio

*Marriott International*

Shawn Paley has been with Marriott International for more than 23 years. He began his career in sales and marketing, working with travel agency programs, then transitioned to ecommerce and OTA sales. Most recently, he spent the last 11 years helping to transform Marriott's hotel-level digital experiences. In his current role, Paley partners with thousands of hotels, franchise partners, and vendors to develop meaningful digital products for properties around the world. Under his leadership, MDS Studio manages more than 6,800 digital products, ranging from basic landing pages to customized hotel experience sites. Paley is well known and respected within the hospitality industry, having served as chair of Marriott's Digital Franchise Committee and vice chair of HSMAI's Digital Marketing Council.

**ACCOMPLISHMENTS:** Paley oversaw the development of Marriott's Cleanliness & Safety "What to Expect" Hotel Webpage product, implementing it in a record-breaking four weeks across 2,600 hotels. The "What to Expect" model enabled thousands of hotels across multiple regions, languages, and brands to begin linking to and updating their pages with pandemic-specific information within a matter of weeks.

**NOMINATED BY:** *Alex MacClellan, Marriott International* — "Shawn's even-keeled demeanor and innovative, solutions-driven mindset inspire his team to consistently exceed expectations and deliver under extreme time pressure. Shawn is truly a digital pioneer within both Marriott and the hospitality industry. He continues to demonstrate innovation and leadership."

## SHAWN PALEY ON STAYING MOTIVATED IN 2020:

"In almost a quarter of a century with Marriott, watching our hotels and owners struggle this past year like never before has been humbling. However, as part of the Marriott family, we're motivated to help whenever and however we can, finding new avenues of revenue and new solutions to problems that didn't exist before. It's been a time to be 'scrappy' and nimble, finding solutions faster than normal. I also felt motivated by my own staff, as little by little they returned from furlough, jumped right back into their jobs, and moved forward with a renewed purpose and commitment to helping our company start to recover."



## EVE PARÉ

President and CEO

*Hotel Association of Greater  
Montréal (AHGM)*

Trained in economics and international administration, Eve Paré began her career in the early 2000s participating in negotiations for the renewal of the collective agreement in the residential construction sector. She worked with the Dairy Farmers of Canada and the Québec Hog Producers, where she played a central role in reconciliation between producers and slaughterhouses and in the repositioning of Québec Pork as a more sustainable production. In 2013, Paré joined AHGM as president and CEO. Her mandate was to position the association as a credible and invaluable resource for all stakeholders in the hotel business. To do so, she developed a broad network of contacts and was involved on various boards such as Tourism Montréal, Montréal en Lumière, the Olympic Park, and the Institut de tourisme et d'hôtellerie du Québec.

**ACCOMPLISHMENTS:** Through the AHGM campaign #saveourhotels as well as her nonstop lobbying efforts, Paré has brought the cause of Montreal hotel owners and operators affected by COVID-19 to the forefront, raising awareness among government officials, the media, and the general public.

**NOMINATED BY:** *Coralie Lebon, Hotel Association of Greater Montréal* — "Eve has done everything possible this past year to demand the support of various levels of government, but also the support of the population and citizens to save the hotel industry, whose financial losses are no longer calculated in thousands but in millions of dollars. The hotel community in Montreal but also in Quebec, Canada, has been able to count on a strong woman's leadership to speak up for an entire industry in crisis and not just for her hotel members."

## EVE PARÉ ON STAYING MOTIVATED IN 2020:

"We work in an industry where the people who make it up are passionate about their profession. Seeing the devastating impacts of the pandemic on the hotel industry, I wanted to do my part to help them navigate this tide of information that was swirling around. The objective was to ensure that they can devote all their energies to the management of their respective establishments. The relationships that have grown closer, and in some cases even been created, have encouraged me to want even more that the association is present, reassuring, and relevant to its members."



**PETER RICCI,  
CHA, CHSE, CRME,  
EDD, CHBA**

Director of Hospitality  
and Tourism Management  
Program

*Florida Atlantic University*

Dr. Peter Ricci is a clinical associate professor and the director of the Hospitality and Tourism Management Program at Florida Atlantic University (FAU), one of the top-ranked hotel programs globally. Ricci has published in more than 30 peer-reviewed tourism journals and is the co-author of *The Little Book of Big Cases for the Hospitality Manager*. A two-time graduate of the University of Florida, with a bachelor's degree in sociology and a master's degree in recreational science, Ricci completed his doctorate of education (EdD) in 2005 through the University of Central Florida. His 41-year hospitality career spans F&B, incentive travel, destination marketing, hotel leadership, and tourism education. His proudest accomplishment is the HSMIA South Florida Chapter Dr. Peter Ricci Scholarship, which has raised more than \$20,000 for students who are pursuing a career in hospitality sales and marketing, general management, or revenue management.

**ACCOMPLISHMENTS:** Recognizing that it was important to keep hospitality professionals engaged and passionate about the industry during the pandemic, Ricci created a free certificate program in hospitality and tourism. Just under 80,000 people registered and nearly 50,000 completed the certificate.

**NOMINATED BY:** *J.B. Ward, Florida Atlantic University* — "Peter's leadership and passion for this industry is unmatched and unwavering. He remains humble and determined to see the industry through this very tough time and have it come out on the other side stronger and better than ever."

**PETER RICCI ON  
STAYING MOTIVATED IN 2020:**

"The resiliency of hospitality and tourism has kept me motivated. At the start of the COVID-19 pandemic, I realized early on that hotels, restaurants, airlines, resorts, cruise lines, casinos, event planning, convention centers, et al. were all starting to get impacted — negatively and quickly impacted. I decided to create a moderated version of our long-standing FAU Certificate in Hospitality and Tourism Management. In the end, we had over 80,000 register for this program as well as the traditional full-length program. We are continuing this effort into 2021 and beyond. The comments from those who completed the program have kept me motivated beyond the wildest of dreams. There are over 1 million comments, posts, greeting cards, celebratory voicemails, and so on. People were inspired to stick with the industry and to get through this together. I've worked in the hospitality and tourism industry since the age of 14, as a dishwasher in my first job. I have never felt the industry's resiliency in such numbers — ever. It was truly lifechanging and the highlight of my career."



## ANNE SAYERS

Acting Secretary of Tourism

*Wisconsin Department of  
Tourism*

Anne Sayers is an experienced organizational administrator and marketing professional who has served in leadership roles with a variety of nonprofit organizations at the state, national, and international levels for more than two decades. She has authored an award-winning annual report, managed a million-dollar social media campaign, been a national spokesperson for the Great Lakes, and even helped design a Muppet with The Jim Henson Company. Sayers holds degrees in international relations, geography, and environmental studies from the University of Wisconsin – Madison. She sits on the boards of directors for Taliesin Preservation, UW-Madison’s Nelson Institute, and Wisconsin State Fair Park.

**ACCOMPLISHMENTS:** As acting secretary and for the preceding two years as deputy secretary of the Wisconsin Department of Tourism, Sayers led the effort to create the Wisconsin Office of Outdoor Recreation, spearheaded an industry-engaged strategic plan, reoriented advisory committees, and restructured operational processes to build the Department of Tourism’s capacity.

**NOMINATED BY:** *Caitlin Martz, Turner PR* — “As a female executive in tourism, Anne stands out as an engaged leader with a natural sense of stewardship for all with whom she works. Anne has successfully led her team at Travel Wisconsin to a record-breaking year followed quickly by navigating through a public-health crisis threatening the tourism industry. Her dedication to her partners and team members is unparalleled, as is her passion for promoting and supporting tourism to the state of Wisconsin. Her leadership and vision will help lead Wisconsin tourism to a successful recovery.”

## ANNE SAYERS ON STAYING MOTIVATED IN 2020:

“A lot of numbers are thrown around in tourism, but the number that has motivated me every day of the last year is 202,000 — the number of Wisconsinites who relied on tourism and hospitality jobs for their livelihoods when this pandemic began. Those jobs were hit first, hit the hardest, and are projected to have the longest road back to recovery. I am motivated to do everything in my power to accelerate the recovery and once again see visitors pouring through the doors of our tourism businesses to be warmly welcomed by Wisconsin’s hospitality workers.”



## DAVID WARMAN

Principal

*Red House Strategy*

David Warman is an experienced hospitality executive, having held senior leadership roles in marketing, revenue optimization, and insights at some of the world's largest and most prestigious brands, including Four Seasons, IHG, and Hilton. At Red House Strategy, a boutique strategy and revenue optimization consulting organization, Warman brings an innovative approach and a wide breadth of global experience leading teams across multiple disciplines, enabling improved customer experience, unlocking new revenues, increasing profitability, and building strong team-member engagement.

**ACCOMPLISHMENTS:** Warman envisioned an innovative pricing model leveraging sophisticated analytics and allowing full pricing flexibility across all business units and room classes that was fully adopted in 2019 across the Four Seasons estate and has led to RevPAR gains. Additionally, he has led a new insights strategy combining the power of CRM data with business intelligence and custom research, resulting in advances in consumer understanding.

**NOMINATED BY:** *Alex Dragan and Lisa Rauchenberger, Four Seasons Hotels and Resorts* — "I have been working with David for the past 10 years, and he is one of the most inspiring leaders in my career — a sentiment shared by his current and former team members, industry peers, and technology partners. In these challenging times we need critical thinkers like David to push for innovation to reinvent hospitality. David inspired, mentored, and coached many leaders over the past 10 years, resulting in one of the most respected revenue management organizations in the industry." (Quote from Alex Dragan)

## DAVID WARMAN ON STAYING MOTIVATED IN 2020:

"Family, friends, colleagues, and the faith that although the journey may have become different than planned, we will come out of this experience in new and better ways!"



## CESAR WURM

Vice President of  
Commercial and Revenue  
Management

IHG

Cesar Wurm provides strategic direction, oversight, and leadership across all commercial and revenue optimization aspects of company-managed hotels at IHG. He has an extensive background in sales and marketing across brand segments and business models. Wurm has led high-stakes commercial efforts for Starwood, IHG, Trust Hospitality, and most recently, Hotel Equities. He graduated from Washington State University and Cesar Ritz College in Brig, Switzerland, and currently serves on the Customer Experience Executive Program Advisory Council at the George Washington University School of Business. Outside of work, Cesar can be found spending as much time as possible with his wife, Laura, and daughter, Gabby.

**ACCOMPLISHMENTS:** As the pandemic's impact was becoming clearer, Wurm put together a strategy to address the needs of a portfolio of hotels in various ramp-up stages across geographies. This initiative was successful, and he has since taken on complete accountability for the commercial and revenue optimization performance of IHG's company-managed hotels across the Americas.

**NOMINATED BY:** *Brian Hicks, IHG* — "Cesar has shown great leadership through the crisis; he has remained calm, positive, and focused. He kept the team motivated through the most challenging of times. He is a true professional and is held in high esteem by his colleagues and anyone that has the privilege to interact with him."

## CESAR WURM ON STAYING MOTIVATED IN 2020:

"Having wonderful people in my life — both personally and professionally. It allowed me to be grateful, stay healthy, and stay focused. As a result, it unleashed my intrinsic motivation and the ability to collaborate and perform at my best."

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