



## **ALLISON AHRENS**

### **PROFESSIONAL EXPERIENCE**

#### **Panetièrè Marketing Advisors**

**Feb 2007 - present**

##### **Sales and marketing consultant**

Temporary Senior Sales Manager and Director of Sales and Marketing, telemarketing, prospecting, new business development, leadership, experience in all market segments. Clients include:

- Temporary Director of Sales and Marketing: Various Chase and Woodfin Suites properties.
- Sales training – intensive three day session for 8 Directors of Sales for Chase Suites Hotels
- Sales audits, individual sales training, revenue management: Chase and Woodfin Suites Hotels in Hunt Valley, MD; Salt Lake City, UT; El Paso, TX; Overland Park, KS; Kansas City Airport, KS; Des Moines, IA; Rockville MD.
- Revenue management strategy and training for Woodfin Suites Hotels Corporate Office, San Diego, CA.
- Senior Sales Manager for Noble House Hotels & Resorts (The Portofino Hotel & Yacht Club, Redondo Beach, CA)
- Additional work with Destination Hotels & Resorts in new business development for Teton Mountain Lodge and Spa, Wyoming was contracted independently in 2006.

#### **The Marketing Factors**

**2005-2007**

##### **Director of National Accounts**

Hotel representation team, providing total hotel marketing, sales, PR, and revenue management services. Servicing independent 4 and 5 Star USA and 105 European Hotels, design services to fit hotels unique needs. Home office based independent contractor position.

- St. Julien Hotel & Spa- contracted to develop Denver and CO. Group & Individual Business Travel market for this brand new 4 Star Boulder Hotel and Spa.
- Hotels & Preference- Group & Incentive Sales in USA for collection of 105 European Hotels.
- FastBooking- online booking engine company for independent hotels.

#### **Napa Valley Marriott Hotel and Spa**

**2003-2005**

##### **Senior Account Executive 2004-2005**

Home office based in San Francisco, for this 272 room hotel. Individual goal of \$1,400,000 annual room revenue. Achieved 110% of goal in 2004. Geographic Market; West Coast, Midwest from Chicago-Texas, Colorado.

##### **Director of Sales and Marketing** (Napa, CA) 2003-2004

Managed a team of 5 Sales Managers on- site and Field Sales.

-Managed a \$5,500,000 group rooms and food and beverage goal, accountable for maintaining an individual goal, and team goal achieving 100% of team goal.

-Placed marketing promotions to drive new transient business to hotel and spa with a successful return on investment for hotel and spa packages of over 263%.

#### **Starwood Hotels and Resorts**

**2001-2003**

**\*The Westin Tabor Center, Denver** (Denver, CO) 2002-2003

##### **Director of Group Sales**

Managed a team of 5 Sales and Event Managers for this 430 room Four Diamond downtown hotel.

-Responsible for assisting Director of Sales with Sales Team development, and accountability, while maintaining my own goals and market; West Coast Association (Chicago-west) and Corporate markets.

-Managed a \$13 million dollar sales goal contributing and directing team in achieving 103% of 2002 sales goals.

**\*The Westin Westminster** (Westminster, CO) 2001-2002

Director of Sales

Managed a team of 15, Sales, Catering and Revenue Managers for this 369 room Four Diamond 2 year old hotel.

-Accountable for maintaining individual Corporate market and goals achieving 245% of goals, in addition to the team Sales, Catering and hotel revenue goals.

-Responsible for all marketing and sales aspects from goal setting, weekly and monthly forecasting, and overall hotel revenue efforts.

-Promoted the top Sales Manager to Sr. Sales Manager giving additional responsibilities to enhance their knowledge and prepare them for the next step in their career path. Promoted Group Rooms Controller to the SSRA position allowing her to begin her future in Revenue Management.

- Increased Sales Team production from 1<sup>st</sup> year overall actual team production of 60% of budget to achieving over 95% to budget mid year of 2002. 2002 Budget projections reflected a \$300,000 increase in Catering Revenue and a \$370,000 increase in Rooms Revenue over 2001.

**The Denver Airport Marriott** (Denver, CO)

**1998-2001**

Director of Sales and Marketing

Opened this Four-Star caliber hotel in November, 1998. Managing sales and catering department of 4 Managers responsible for a 6 million dollar budget for this 236 room hotel.

-Accountable for individual market and goals in addition to combined Sales, Catering teams, and Rooms revenue goals. Awarded Marriott's highest level of achievement, the Chairmen's Level, exceeding individual goals in 4 consecutive quarters by 120% in 2000.

-Trained and motivated internal candidates from other departments to perform Sales, Catering, Group Rooms Control Manager positions.

-Exceeded budgeted room revenue by over \$668,000 in 1999 with a \$74.02 RevPAR. Group rooms revenue excelled by \$350,000 over budget and an increase of \$12 above budgeted group rate.

-Exceeded Banquet Food revenue by \$600,000 in 1999.

**WestCoast Hotels** (San Francisco, Seattle, Phoenix)

**1994-1998**

**\*The Pickwick, a WestCoast Hotel** (San Francisco, CA) 1997-1998

Director of Sales and Marketing

Managed sales, and revenue management departments, supervising a sales team of 3 managers accountable for a 4.1 million dollar room revenue budget.

Hotel began \$8 million renovation in December of 1997.

- Key markets handled; all national Corporate Transient, Association City-wides, and Tour and Travel markets.

-Responsible for entire marketing efforts repositioning hotel to a Four Star hotel, requiring 60% travel nation wide.

- Increased 1997 ADR by \$21.17 from previous 1996 ADR. Forecasted 1998 ADR is to increase an additional \$38.71 in the year at a minimum of \$117.18 ADR.

- Developed and managed marketing plan, \$150,000 sales budget, and monthly reports.

**\*The Plaza Park Suites, a WestCoast Hotel** (Seattle, WA) 1996-1997

Corporate Sales Manager (October 1996 – August 1997)

Reported to Director of Sales with full responsibility of overseeing corporate program development.

- Managing over 30 key corporate accounts highlighting 5 Fortune 500 companies, and Entertainment Industry groups for this 193 room suite hotel.

- Designed Preferred Corporate program increasing corporate volume by 15% and ADR by \$17 from 1996 to 1997, resulting in a \$1 million dollar increase in the negotiated Corporate Transient market from previous year.

- Primary markets: West Coast, New York, Chicago, Colorado, and Arizona. Extensive travel focusing on these key markets, increasing volume by over 100% in some cities.

- Maintained budgets, developed marketing plan for corporate markets and monthly reports.

Sales Manager (March 1996- October 1996)

- Managed 15 key corporate accounts, small Corporate and Association groups, and Entertainment Industry groups.

- Participated in local and regional sales events.

**\*Executive Park Hotel, a WestCoast Hotel** (Phoenix, AZ) 1994-1996

Sales and Marketing Manager

Reported to General Manager accountable for entire sales and marketing department, Marketing Plan, Budgets, and monthly reports for this 107 room corporate and convention hotel.

- Primary markets: Arizona, California, Colorado, Chicago, Northwest, and Alaska, exceeded rooms goals by 115% annually.

- Successfully managed wide range of markets: Association, Corporate, Corporate Group, and Tour and Travel. Increasing business from these markets by 20%.

- Maintained Corporate Preferred program and increased Convention business by 4% maintaining close relationship with the local Convention and Visitors Bureau.

**EDUCATION**

A.A Colorado Mountain College, Alpine Campus; Steamboat Springs, CO.

Graduated in January 1994.

Major: Associate in Applied Science - Meetings and Convention Management/

Resort Management. Recipient of American Hotel/Motel Association Scholarship Award, (1993)

**PROFESSIONAL AFFILIATIONS**

American Wine Society Denver Chapter, Board Member (2002-Present)

California Hotel and Motel Association (1997-1998)(2003-2005)

Meeting Professionals International, (1993- Present) WA, AZ, Northern CA, and CO Chapters.

Board member/ Meeting Professionals International, Membership Chair, Arizona Sunbelt Chapter. Sponsorship Committee member – Northern California Chapter.

Executive Women International- Seattle, WA and Denver, CO chapters.

Rocky Mountain Business Travel Association (2005- Present)