



Garrett M. Schwab, CMP.

PROFESSIONAL EXPERIENCE

PANETIERE MARKETING ADVISORS – DENVER, CO February 2007 – Present
Temporary DOS and sales manager positions, strategic solutions, marketing and sales plans, direct sales, prospecting. Includes: Destination Hotels & Resorts: Hotel ICON, Houston, TX; The Shores Resort & Spa, Daytona Beach, FL; Wild Dunes Resort, Isle of Palm, SC; and Tarrytown House Conference Center in NY State.

MAVERICK HOSPITALITY GROUP – DALLAS, TX February 2006 - Present
Sales and marketing consultant for new hotel development - The Delta Court Hotel & Spa in Vicksburg Mississippi.

TRIANGLE- POSITIVE HEALTH SOLUTIONS – DALLAS, TX September 2003 – February 2006
Director of Sales and Convention Services
Territory – All U.S. States

Key Accomplishments: Utilized my expansive hotel experience to completely redesign the operating procedures for the Meeting and Travel department for this company. Renegotiating 13 Definite contracts, resulting in a savings of \$328,000.00 in attrition. Increased monthly educational conference attendance by 42%. This was achieved through direct contact with department heads, monthly announcements and promotions to internal clients to drive attendance.

Developed and managed the “Preferred Vendors Program” through the RFP process for Hotels, Airlines, Meeting management companies and Production companies.

Responsibilities: Managed an \$8.2 million annual budget. Directed and oversaw all meetings, conferences, trade shows and event planning for groups of 10 - 650. Accountable for budgets, site selections, contract negotiations, Audio Visual production, promotions, literature, air travel, on-line registration, and program administration

WYNDHAM INTERNATIONAL - DALLAS, TX March 2002 - September 2003
Director of National Sales - Corporate Offices.
Territory - Southwest & Southern U.S. States – Group and Association Market

Key Accomplishments:
Exceeded annual account growth at 148% of goal. Capitalized on local and national markets to finalize lucrative, repeat customers. Achieved \$6.2 million in contractual sales in the first year.
Organized client events and familiarization trips for Fortune 500 companies and National Associations.
Helped turn around the National Sales Office performance and client awareness of the Brand.

Responsibilities: As the Director of the Dallas National sales office I successfully provided business leads and developed client relationships for 128 key hotels and resorts. I was acknowledged for exceeding annual account growth over projected goals, organizing client events and familiarization trips.

ADAMSMARK HOTEL DALLAS, TX

May 2000 – March 2002

National Sales Manager – Associate Director of Sales
Territory – East Coast, Mid-West - Individual Business Travel

Key accomplishments:

Expanded revenue and achieved the largest market increase for this property by persistently targeting previously untapped markets.

Improved customer service and retention; improving communication between customer and hotel department staff resulting in highly successful meetings and repeat customers.

Ranked top producer of the team.

Responsibilities: Managed and supervised eight sales managers in the North East, Mid West, and Texas State Associations and local Transient markets. Also had major accounts for direct sales responsibility. Organized National trade shows, industry/networking events, and targeted print/media campaigns driving new business development and market expansion.

INTERVEST INC. & BRADFORD SUITES – DALLAS TX

May 1999 – May 2000

Director of Sales
Territory – Key market cities - Transient & Extended stay

Key accomplishments:

Successfully managed the grand opening of four new properties in Denver, Dallas and Houston. All properties opened to a minimum occupancy of 69% at each hotel.

Developed Marketing plan and created the ACT data base and account list for each property. Recruited and filled all Director of Sales positions, managed press releases and client events for openings.

Responsibilities: Complete Due Diligence and visibility studies on all new potential locations. Identified market needs, client base and need for extended stay facilities. Provided the strategic steps to define company goals and implement systems for sales, marketing, recruitment, new site development and research.

EARLY CAREER

National Sales Manager Loews Hotels - New York. (Territory – East & West Coast Corporate)
1988-1993

Director of Sales Le Meridien – Dallas. (Territory – East & Mid-west Corporate, Association & Transient)
1993-1995

National Sales Manager Le Mansion del Rio Hotel - San Antonio. (Territory West Coast)
1995-1996

National Corporate Sales Manager for the Dallas Convention & Visitors Bureau. (Territory – East & Mid-west with minimum of 500 rooms per night)
1996-1999

ASSOCIATIONS

Meeting Professionals International (MPI)
American Society of Association Executives (ASAE)
Insurance Conference Planners Association (ICPA)