



Garrett M. Schwab, CMP

PROFESSIONAL EXPERIENCE

PANETIERE MARKETING ADVISORS – DENVER, CO Feb 2007 – Present
Temporary DOS, sales manager, and catering/convention services positions, strategic solutions, marketing and sales plans, direct sales, prospecting. Temporary Senior Sales Manager assignments include: 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. He has been the temporary DOS and provided operational assistance and training at The Comfort Inn and Suites in Knoxville, TN. Temporary Catering Manager assignments include The Inn and Spa at Loretto in Santa Fe, NM for Destination Hotels & Resorts; Temporary IBT and Senior Group Sales Manager Genesee Grande and Parkview Hotels in Syracuse, NY; New Business Development for Doral Arrowwood in Rye Brook, NY. Virtual Sales & Marketing Team Senior Sales Advisor.

MAVERICK HOSPITALITY GROUP – DALLAS, TX Feb 2006 – Feb 2007
Sales and marketing consultant for new hotel development - The Delta Court Hotel & Spa in Vicksburg Mississippi.

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

Utilized expansive hotel experience to completely redesign the operating procedures for the Meeting and Travel department for this company. Renegotiated 13 Definite contracts, resulting in a savings of \$328,000.00 in attrition. Increased monthly educational conference attendance by 42%.

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

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 - Sept 2003
Director of National Sales - Corporate Offices.
Territory - Southwest & Southern U.S. States – Group and Association Market

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.

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

ADAMS MARK HOTEL DALLAS, TX

May 2000 – Mar 2002

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

Ranked top producer of the team. 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.

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

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.

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

Loews Anatole – one year management training in sales and food and beverage, catering and conference services manager, sales manager. Promoted to National Sales Manager for Loews Hotels.

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

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

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

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

ASSOCIATIONS

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