



## **JO ANN DAVIS**

### **PROFESSIONAL EXPERIENCE**

#### **Panetièrè Marketing Advisors**

**2008-present**

Temporary Director of IBT and Leisure Sales. Temporary IBT and Group Sales Manager. Ability to cover open markets and successfully handle new business development and telemarketing. Market strengths include: IBT market, tour and travel, regional and national association, corporate, SMERF. Skilled at pre-opening, re-flagging assignments and assessments. Assignment includes Temporary IBT manager and then Temporary Director of Sales for The Genesee Grande and Parkview Hotels in Syracuse, NY.

#### **Owner**

**Nov 2007-present**

#### **The Eiffel Group**

Independent contractor in hotel sales and marketing.

#### **Leisure Sales Director**

**Feb 2005-Oct 2007**

#### **Grand Sierra Resort and Casino fka Reno Hilton**

Responsible for performance in the following segments: Corporate negotiated rate accounts, Internet, traditional and international wholesalers, leisure and specialty groups, SMERF, travel agent and consortia clientele. Managed sales team. Responsible for establishing goals, evaluating performance to determine direction needed within each segment, in tandem with marketing strategies designed to boost performance during any given time period. Prepared and implemented long and short-term marketing plans and annual forecasts. Worked with the transitional ownership team which involved re-branding of the hotel from Hilton to an independent hotel.

#### **Senior Sales Manager**

**May 2004 — Feb 2005**

#### **Reno Hilton**

Handled leisure groups, tour and travel, corporate groups and SMERF. Increased contracted Internet accounts by 60% and increased revenue by 24% in that market segment. Recommended promotional strategies to increase volume in a short-term, potentially high-volume market for convention and group hotel.

**Director of Sales and Marketing**  
**Carlson Wagonlit Travel/Lamxpress Travel**

**Mar 2003 — May 2004**

Business development for both the corporate and leisure markets, interacting daily with a variety of corporate travel managers and travel suppliers. Facilitated destination selection for corporate client meetings and event needs. Created and implemented short and long-term strategic plans, and supervised staff.

**Director of Sales**  
**Travel Solutions Group**

**Apr 2001- Mar 2003**

Managed sales team of independent sales contractors. Trained sales and call center personnel. Created marketing and sales collateral, call programs. Designed and implemented sales web pages and updates. Implemented e-marketing program for company.

**Director of Customer Support**  
**Excambria, Inc**

**Jan 2000 – Apr 2001**

Developed support program to drive transactions through booking platform, implemented customer care procedures to more easily facilitate client adoption. Traveled nation-wide to key corporate and travel industry accounts.

**Vice President of Operations**  
**TravTours, Inc.**

**Apr 1996 – Jan 2000**

Negotiated rates and pricing for established symphony tours. Contracted conference and special event destinations, orchestrated touring schedules and all logistics for symphony management.

**Sales Manager**  
**Source Services, Inc.**

**Feb 1995 – Apr 1996**

Implemented and directed a new permanent placement division, using direct mail and marketing programs.

**Account Services Representative**  
**United Airlines, Inc.**

**Sept 1986 – July 1994**

Handled accounts for major travel agencies, such as Arrington Travel, Travel and Transport, all greater Chicago area agencies of Rosenbluth Travel and American Express Travel. Negotiated rate structure agreements with major corporations and the corporate travel departments. Worked with airport employees to establish a VIP meet and greet program at O'Hare International. Organized and contracted meetings and special events, and implemented training program for United sales representatives.

**EDUCATION**

University of Portland – Liberal Arts  
Associate Degree – Computer Programming

**MEMBERSHIPS**

SKAL International Association of Travel and Tourism Professionals  
Active in Reno/Tahoe Territory  
Member of the Reno Chamber Orchestra Board of Directors  
Awarded the Nevada Women's Fund's Women of Achievement Award – 2006