

Kim Owen Dinsmoor



Professional History

Panetièrè Marketing Advisors

Dec. 2006-present

Consultant for transition team and temporary assignments in these markets: group (corporate, association, incentive, SMERF); transient (corporate and leisure). Strength in branding, strategic marketing, revenue management, business development, loyalty programs and building/growing successful sales teams. Assistance in analysis of hotel/real estate projects. Projects include temporary Director of Sales and Marketing for Sage Hospitality Resources at the Marriott Hotel, Ogden, UT.

Hotel real estate consulting

2006 - present

Delta Court Hotel – Vicksburg, MS
Hilton Garden Inn Convention Center – Vicksburg, MS
Hotel Viridian – Seagrove, FL
Sun Companies – hotel developments in Texas and California from Embassy Suites to Westin Hotels.

New Orleans Boutique Hotels

2003- 2006

Vice President/General Manager – 3 hotel properties totaling 500 rooms

A collection of boutique hotels located in the French Quarter, Central Business District and The Garden district areas of New Orleans. A very competitive and over built market that required dramatic improvements in revenue development and property operations.

Lexington Services – Dallas, TX

2000 – 2002

Vice President of Business Development – Americas

Lexington is the largest reservation service provider in North America and second largest in the world with 4,000 hotels, \$500,000,000 in reservation revenue.

- Accomplished in e-commerce and GDS marketing.
- Successfully lead sales efforts for new account development in North America and Pacific/Asia territories, with an increase in new clients of 30%.
- Direct solicitation of individual, corporate and institutional hotel owners.

2608 East 11th Avenue
Denver, CO 80206-3604
T. 303 394 7592
F. 303 394 7593
C. 303 594 2112
sheydt@panetieremarketing.com
www.panetieremarketing.com

- Executed comprehensive research and competitive analysis for the implementation of strategic sales plans that re-defined the sales focus to drive revenues.
- Through scenario planning new segment tactics were developed and implemented.
- Conducted Account and Reservation Sales Training.
- Represented Lexington in HEDNA, GDS Systems functions, and HITEC.

The Camberley Hotel Company – Atlanta, GA
Vice President of Sales

1999 – 2000

A unique group of boutique hotel properties that included; The Algonquin, New York; The Jefferson, Washington, DC; The Georgian Terrace, Atlanta; The Brown, Louisville; The Martha Washington Inn, Abingdon, VA; The Gunter, San Antonio, TX; and The Drake Oakbrook, Chicago, IL

- Re –Opening and acquisition experience.
- Increased company wide total revenues by 16%.
- Executed comprehensive research and competitive analysis for the implementation of strategic marketing plans.
- Implemented and directed market planning from positioning to execution of market segment tactics.
- Represented Camberley in HEDNA and Pegasus.
- Developed both corporate and property level Revenue Management systems and staff.
- Directed media and promotion programs.
 - “Matilda” the Algonquin cat.
 - Managed Ad and PR firms.
- Exceeded REVPAR share within competitive set.
- Developed branding processes.
 - CRM programs.
 - Cross selling and marketing.
 - Utilizing the culture and myth to approach the emotional decision.
- Successfully lead sales and marketing efforts for both property and multi property levels driving top line revenues.
- Developed and Supervised Central Reservation System moving all reservations calls from the property level to a Central Call Center organization.

Revenue Lodgix
President

1996 – 1999

Consulting firm with clients that included IMPAC Hotel Group (exclusive 1998) Del Lago Golf Resort and Conference Center, Crowne Plaza Phoenix, Regal Hotels International, and Maverick Advertising and Marketing.

- Pre –Opening experience.
 - Marriott Denver International Airport
Opened with 58% occupancy.
 - Marriott Portland City Center (Oregon)
Opened with 62% occupancy.
- Executed comprehensive research and competitive analysis for the implementation of strategic marketing plans.
 - TravelCLICK.

- Successful implementation of Revenue Management Systems- Installed Topline Yield management system in three properties increasing REVPAR by 33%.
 - Recruited and trained property and team Revenue Management staff. Developed and conducted Account and Reservation Sales Training.
- Analyzed media and marketing programs to achieve ideal business mix.
- Developed the Revenue Center – a central call center for property reservations, reactionary group sales, Tele-prospecting and yield management.
- Directed branding processes.
 - Del Lago
 - Conducted analysis for professional support services.
- Developed Central Reservation Systems and Call Center organizations.

La Mansion Del Rio and The Watermark Hotel – San Antonio, TX
Director of Sales and Marketing

1994 – 1996

- Changed the Non-Group to Group business mix from 60/40 through comprehensive research and competitive analysis.
- Implementation of strategic transient marketing plans.
- Began branding processes.
 - Guest History Program
 - CRM process
 - Public Relations
- Implementation of Revenue Management Systems- Installed Topline Yield management system increasing REVPAR by 21%.
- Executed “Account Management” process for market segment tactics.
- Developed and conducted Group and Reservation Sales Training.
- Exceeded REVPAR share within competitive set for two consecutive years (110%).

The Worthington Hotel – Fort Worth, TX
Director of Marketing

1992 – 1994

- Successfully directed branding process:
 - Branded The Worthington Hotel in the marketplace as a premier Texas hotel - “The Star of Texas”.
 - First ever Customer Relationship Marketing campaign.
 - Guest History tracking program.
- Executed comprehensive research and competitive analysis for the implementation of strategic marketing plans.
- Secured a membership with Preferred Hotels and Resorts.
- Developed a Revenue Manager position and process that increased top line revenue by 15% in first year.
- Executed market planning from positioning to market segment tactics.
- Developed and conducted Group and Reservation Sales Training.
- Analyzed media and marketing programs to achieve ideal business mix.
 - Managed Ad and PR Agencies.
- Exceeded REVPAR share within competitive set by 22%.
- Developed Co-Marketing program with Fort Worth CVB.
 - Hotels – Group Market
 - Attractions – Non Group Market

The Peabody Hotel – Memphis, TN
Director of Marketing

1989 – 1992

- Co-developed the Wonders International Cultural Exchange Program with the City of Memphis
 - “ Catherine The Great” generated 2.4 million additional revenue.
- Exceeded REVPAR share within competitive set by 40%.
- Directed branding process:
 - Peabody Duck World Tours
 - Peabody Duck Master
 - Event Promotion
- Developed a Revenue Manager position and process that increased top line revenue by 25% in first year.
- Executed comprehensive research and competitive analysis for the implementation of strategic marketing plans.
- Re-focused the sales tactics to include valley period concentration.
- Developed Transient Sales position and local account loyalty program.
- Developed and conducted Group and Reservation Sales Training

AIRCOA Hotel Company

1986 – 1989

General Manager – Ascutney Mountain Resort & Conference Center
General Manager – The Denver Inn
Resident Manager – The Brown Palace Hotel

Vista Host Management – Houston, TX
Corporate Director of Sales

1982 – 1986

CERTIFICATIONS & AFFILIATIONS

Steven Covey – Seven Habits of Highly Effective People
RESMAX – Reservations Sales Training
Guest Lecturer, University of New Orleans, Hotel & Restaurant School
Featured Speaker at HITEC, 2002, 2003, 2004