



Lucinda Smithhart

Professional History

December 2006 – present

Panetièrè Marketing Advisors

Consultant for transition team and temporary assignments in these markets: group (corporate, association, incentive, SMERF); transient (corporate and leisure) and catering (social and corporate). Projects include:

- The Lodge and Spa at Cordillera, a Rock Resort, as Catering and Convention Services Manager
- The Bloomfield Sheraton in Minneapolis as Catering Manager
- The Beaver Creek Lodge, a Kessler property, in Beaver Creek, CO as Catering Manager
- Hotel Galvez, a Wyndham Hotel, in Galveston, TX as Catering Manager
- Woodfin Suites Hotels, Rockville, MD as Senior Sales Manager in direct group and transient sales
- The Inn and Spa at Loretto, a Destination Hotels & Resorts property, as Senior Sales Manager, Director of Catering and Senior Convention Services Manager
- The Portofino Hotel & Yacht Club, Noble House Hotels and Resorts, Redondo Beach, CA, as temporary Director of Catering and temporary new business development for group sales
- Temporary Senior Sales Manager Kessler Bohemian Hotel Asheville Biltmore Village
- The Sheraton Cincinnati North, Sage Hospitality, Cincinnati, OH, Director of Catering,

November 2005 – November 2006

Home Office/Galveston, TX

Luxury Resort Sales Executive

Lajistas Resort (Member, The Leading Hotels of the World)

As part of pre-opening team, build luxury client base and awareness of Lajitas Resort, a secluded high-end resort located in SW Texas. Used methods such as direct sales efforts, including but not limited to, prospecting calls, inside & outside sales calls, site visits, trade shows, generating creative proposals and contracts. Responsible for transient, corporate group, incentive, and social group market segments with a geographically divided territory.

September 2003 – November 2005

Galveston, TX

Complexed Transient Sales Manager

Wyndham International/ Hotel Galvez, Tremont House, and Harbor House

Create revenues through direct sales efforts for national/local corporate accounts and mega agencies in order to achieve or exceed budgeted expectations, via maintaining existing accounts, prospecting new

accounts, and handling customer inquiries, continually qualify and re-qualify new and existing accounts, prevent lost business due to system errors by auditing the properties' rate codes, manage room rates and inventory on local internet booking engine, create ads, flyers and promotions for individual travelers, prepare and submit to corporate office various reports to track transient production, develop quarterly action plan, schedule clients for on-site tours/visits, maintain a minimum number of inside calls, outside calls and site visits per week. Experience on the Lanyon RFP system.

- achieved total transient room revenues of \$6,811,474 for 2004, which accounted for over 70% of the hotels' rooms revenue
- through skillful negotiation, secured contracts from Royal Caribbean, Carnival, Celebrity, and Princess Cruise Lines for all pre and post cruise rooms, making the Hotel Galvez and Tremont House the official pre/post stay hotels for all cruise lines embarking from Galveston
- in transient specific areas, achieved 156% of Mega/Local/National Goal and 232% of Package Revenue Goal for 2004
- acquired numerous new local negotiated accounts

April 2002 – September 2003

Home Office/Galveston, TX

Contractual Marketing/Sales Consultant, Houston River Walk Entertainment

Create concept proposals to be submitted to area broadcasting companies and potential sponsors, prepare a business prospectus for the partnership, gather pricing information for various aspects of the festivals to create a hypothetical profit and loss sheet, recruit corporate sponsorship

April 2002 – September 2003

Home Office/Galveston, TX

Contractual Marketing/Sales Consultant, Bayou City Cruises

Develop marketing strategies to inform potential clients about this unique venue for corporate and social gatherings, consult with restaurant owners and catering companies to create a distinctive and varied menu to offer probable clients, collaborate with the partners to create brochures and other marketing materials, submit a master list of potential clients based on former business contacts, work with clients to coordinate cruises and events

August 2000 – April 2002

Galveston, TX

Corporate Catering Sales Manager, Moody Gardens Hotel

Acquiring and maintaining high level corporate accounts, planning corporate meetings, company picnics & parties for groups ranging in size from 10 to 1,000 attendees, meeting and exceeding monthly goals, menu compilations, in depth guest and group customer relations, and assuring through my presence at each function that every detail of my client's event was handled professionally

- \$1.25 million in sales, which was a ¼ of a million dollars above my yearly sales goal
- acquired several new key corporate accounts

August 1998 – August 2000

Assistant Director of Development and Programs, The Moody Foundation Galveston, TX

Submit proposals for and create new programs, recruit volunteers, raise funds for various non-profit organizations, maintain an updated database of potential donors, organize benefits, represent the Moody Foundation at various civic and political meetings.

- created SAVY (Society for Aquarium Volunteer Youth), the Aquarium at Moody Gardens volunteer youth program
- worked as part of a team that raised several hundred thousand dollars for local non-profit organizations