



Cindy Perkins-Sherwill, CMP

Professional Experience

PANETIERE MARKETING ADVISORS, DENVER, CO 2005-06; 2008
Projects include: Temporary Director of Sales for Chase Suites Hotels, Salt Lake City, UT; Sales Manager for Villa Montana Beach Resort, Isabela, Puerto Rico; Sales Manager for Destination Hotels and Resorts properties Driskill Hotel and Hotel Icon; Sales Manager for Bohemian Ashville for Kessler Corporation; Shop calls for Langham Hotels International; New Business Development for Langham Hotels International, Destination Hotels and Resorts Skamania Lodge and Doral Arrowwood; focus group survey solicitation for Estancia La Jolla Hotel and Spa Adobe Restaurant by Destination Hotels and Resorts. IBT Sales for Sage Hotel Baronette; Additional projects include writing training manuals, website rewrites and overseeing Virtual Sales & Marketing Team.

LEVY RESTAURANTS AT THE PEPSI CENTER, DENVER, CO 2006-2007
DIRECTOR OF CATERING
Responsible for all aspects of daily catering operations for events, meetings, concerts and professional sports teams at Pepsi Center. Fulfill catering functions including menu planning, Banquet Event Order processing, food/beverage pricing and profitability. Provide supervision and training to entire banquet event team.

INDEPENDENT SALES AND MEETING CONSULTANT, AURORA, CO 2005-2006
Provided Meeting, Event, Catering and Floral planning to corporations, social events and associations including; hotel, food & beverage arrangements, contract negotiations, trade show design and set, site selection, program development and implementation, logistics planning, event production and onsite management.

DESTINATION HOTELS & RESORTS: INVERNESS HOTEL & CONFERENCE CENTER – ENGLEWOOD, CO SALES MANAGER 2003-2005
Sales Manager for the Executive Meeting Market. Client base consisted of Local and Regional Corporate, Association and SMERF markets. Conducted cold calls, solicited current and past clients for new business. Trade show and FAM development and participation. Exceeded room night and revenue goals every quarter. Processed Banquet Event Orders.

