



Cindy Perkins, CMP

Professional Experience

Panetiere Marketing Advisors
Vice President

2005 – 2006; 2008 – present

Successful experience as Interim and Task Force Director of Sales, Director of Catering and Director of Conference Services. Also works with clients as interim Senior Sales Manager, focusing on revenue generation through bookings, new business development and prospecting for rooms and catering sales. For Limited Service Hotels has served as Interim General Manager and Operations Manager. Clients have included Destination Hotels & Resorts, Sage Hospitality Resources, The Kessler Collection and Langham Hotels International, among others.

Additional expertise includes social media marketing, Internet reputation management, sales and marketing assessments, Marketing Plan development, financial planning, Internet marketing and website search engine optimization, menu development and pricing strategies, revenue management, and maximization of GDS/IDS.

Interim and project work include:

- Director of Sales for Panetiere's Virtual Sales New Business Development for Destination Hotels & Resorts, Rock Resorts and Denihan Management
- Interim Director of Sales and Marketing, Carolina Inn, Chapel Hill, NC
- Director of Sales & Marketing, Director of Catering and Conference Services for Cleveland Sheraton Airport Hotel
- Director of Sales for Chase Suites, Salt Lake City, UT
- Director of Catering for Destination Hotels & Resorts: Carolina Inn, Chapel Hill, NC
- Director of Sales & Marketing for Destination Hotels & Resorts, Carolina Inn, Chapel Hill, NC
- Transition Senior Sales Manager for Destination Hotels & Resorts: Paradise Point Resort in San Diego, CA; The Madison Hotel, Washington, DC;
- Senior Sales Manager for Destination Hotels & Resorts: The Driskill, Austin, TX; Hotel Icon, Houston, TX; Skamania Lodge, Stevenson, WA
- Senior Sales Manager and Revenue Manager for Villa Montana Beach Resort, Isabela, Puerto Rico
- Senior Sales Manager at Kessler Collection: The Bohemian, Asheville, NC

- Business Travel Manager for Sage Hospitality Resources: Hotel Baronette, Novi, MI
- Shop Calls and analysis and New Business Development: Langham Hotels International
- New Business Development for Doral Arrowwood in Rye Brook, NY
- Focus Group Survey for Destination Hotels & Resorts: The Estancia LaJolla Hotel and Spa and Adobe Restaurant
- General Manager: Quality Inn & Suites, Fort Worth, TX

The Pepsi Center

2007-2008

Director of Sales/Catering and Banquet Operations for Levy Restaurant Group

- Responsible for all aspects of daily catering and banquet operations for special events, meetings, concerts and professional sports teams. Catering Sales, menu planning, banquet event orders, food/beverage pricing and profitability.

Independent Consultant

2005 - 2007

Hotel Sales, Catering Sales and Management, Conference Services, Meeting/Event Planning

- Key Player in the event and program design for Black Entertainment, TD Jakes Mega Fest, VIBE MusicFest, NBA Playoffs, Comcast, National Floorcovering Association. Included theme development design, menu planning, event coordination and onsite management
- Food/Beverage Tour Director for American Express One Travel. Planned and oversaw food/beverage functions for pharmaceutical clients
- Catering Sales and Management for independent caterers. Provided menu planning, profitability analysis, pricing and training

Destination Hotels and Resorts

2003 - 2005

Inverness Hotel and Conference Center, Englewood, CO– Sales Manager

- Sales Manager for Executive Meeting Market, successfully handling local and regional corporate, association and SMERF markets. Conducted prospecting calls, solicited current and past clients for new business. Processed Banquet Event Orders. Exceeded room night and revenue goal every quarter.

Adam's Mark Hotel

2002-2003

Denver, Co – Midwest Corporate Sales Manager

- Conducted prospecting calls, solicited current and past clients for new business. Traveled to region once per month visiting clients and trade show participation.

Independent Consultant

2000 -2002

Hotel Sales, Catering Sales and Management, Conference Services, Meeting/Event Planning

- Key Player in the event and program design for Black Entertainment. Included theme development design, menu planning, event coordination and onsite management
- Tour Director for American Express One Travel, Maritz, Carlson and TG Worldwide.
- Catering Sales and Management for independent caterers. Provided menu planning, profitability analysis, pricing and training
- Sales Manager and Consultant to Event Companies seeking to increase their client portfolio.
- Opened two locations for Rocky Mountain Connections Destination Management. Including site selection, profit analysis, proposal development, vendor development and client

development.

Destination Services of Colorado

1997 - 2000

Director of Client Service/Sales & Marketing

- Successfully managed Corporate, Incentive, Medical and Insurance groups coming to The Broadmoor Hotel
- Established new accounts through prospecting and partnered with hotels for networking events and meetings.
- Responsible for ensuring successful and cost effective company operations. Analyzed day to day costs.
- Produced and implemented business operation plans.
- Supervised, managed, trained and evaluated part time and full time employees.

Accreditations

- Certified Meeting Planner
- 5 Star/5 Diamond Achievement of Excellence