



## **Diane Marvin**

### **Professional Experience**

#### **Panetiere Marketing Advisors, Denver CO**

**2009 – present**

Projects include: Temporary Catering/Convention Services and DMC for Rock Resorts Snake River Lodge & Spa, Teton Village, Wyoming.

#### **Remington Hotels, Dallas, TX**

**2005 - 2009**

#### **Task Force & National Catering and Convention Services Specialist**

- Assignments included the Ventura Beach Marriott, Ventura Beach, CA; Sheraton Orlando World, Orlando, FL; Historic Inns of Annapolis, Annapolis, MD; The Sea Turtle Inn, Jacksonville, FL; Marietta Conference Center & Resort, Marietta, GA; Durham Marriott Research Triangle Park, Durham, NC; Radisson Rockland, Rockland, MA; Radisson Riverfront, Covington, KY; Embassy Suites, Phoenix, AZ; Historic Hilton Santa Fe, Santa Fe, NM; Hilton St Petersburg Bayfront, St Petersburg, FL; One Ocean Resort, Jacksonville, FL; Historic Hilton Ft Worth, Ft Worth, TX.
- Created Luxury brand standards of practice for Catering and Convention Services.
- Created and wrote the Social Event Certification Training Program for weddings.
- Hired and trained catering staff including conference services, banquet servers and captains, Directors of Catering and Catering Sales Managers.
- Created wedding packages, banquet and catering menus and wine pairings for social and corporate markets.
- Sold and serviced social and corporate groups. Conducted site visits.
- Conducted competitive national market research.
- Worked with Delphi system inputting activity, loading menus and categories, BEO's, and data cleaning.
- Researched latest trends in Food/Beverage.
- Conducted monthly conference calls to continue catering training process.
- Conducted outside catering sales calls, FAM trips and established relationships with CVB's.

**Wyndham International, Dallas, TX** **2004- 2005**  
**Luxury Division Task Force - Corporate Director of Catering /**  
**Catering Manager**

- Assignments included the Dallas Market Center in Dallas, TX; Hotel Galvez and the Tremont House in Galveston, TX; Carmel Valley Ranch in Carmel Valley, CA; The Peaks Resort & Golden Door Spa in Telluride, CO and The Boulders Resort & Golden Door Spa in Carefree, AZ
- Created banquet menus and wine lists in order to reposition hotel to increase sales.
- Created wedding packages that focused on the uniqueness of the property.
- Hired and trained staff on all aspects of operation and creation of customized menus.
- Assisted in designing wedding website to highlight destination weddings.
- Sold and serviced social and corporate events; met and exceeded monetary and solicitation goals.
- Conference Service Manager for 5 Star/ 5 Diamond properties.

**Camelback Inn, a JW Marriott, Scottsdale, AZ** **2002-2004**  
**Restaurant Catering Sales**

- Created and sold restaurant and catering event packages for social and corporate events for all 7 restaurants on property.
- Created the Wine Spectator Award winning wine list for the fine dining Chaparral Restaurant.
- Secured the DiRona Award for the Chaparral Restaurant.

**Willow Entertainment, Boston, MA** **2000-2002**  
**Event Planner**

**Terence Janericco Catering, Boston, MA** **1998 - 2002**  
**Chef and Serving Staff**

**Education**                      **Michigan State University**  
B.S. degree in Retailing/Business

**Professional**  
**Affiliations**

**National Association of Catering Executive**  
Past President of the Phoenix Chapter

**American Institute of Wine & Food**  
Past Chairman of the Arizona Chapter  
Past National Board Director  
Past member of the National Executive Committee  
Past National Development Chair

**H SMAI**

**Michigan State University Alumni Association**

**Kappa Delta Alumni Association**