

Eric von Starck

Principal

Panetiere Marketing Advisors, Denver, CO

February 2003 to present



Areas of expertise:

Temporary Director of Sales and Marketing

- Systems team, strategy, revenue maximization, team deployment, mentoring, training & coaching
- Sales and Marketing Assessments – to include Revenue Management
- Marketing and Sales Strategies and Plans
- Sales team training
- Marketing training
- Travel Agent marketing and sales
- Meeting Planner marketing and communication
- Consortia marketing

Revenue Management

- Procedures-SOPs, Tools, Systems, Training
- Execution via Virtual Holistic Revenue Management Team
- Maximization of GDS and IDS - key windows to the outside world and distribution system

Food and Beverage

- Menu design, implementation, restaurant design and conception
- Staff training, management and goal setting
- Assessments of restaurants, banquets, room service

Marketing

- SEO
- GDS-IDS maximization
- E-commerce
- Resort home/rental home marketing
- Ways to re-design at minimal cost
- Light and sound - controlling the guest experience
- Brand Development - through guest experience
- CRM programs and implementation
- Internet Reputation Management
- Internet Marketing: all channels, guerilla and viral
- Website Re-writes for niche market acquisition & Web site design and copy writing

Direct clients and actions include:

Doral Arrowwood Conference Center:

Sales team strategy for market share in the down market, Internet Marketing, GDS-IDS Maximization

Somerset Hotel – Resort, Turks and Caicos:

SEO, Website re-write for niche markets, marketing & sales strategy for the downturn

Park 55 Hotel:

Assessment, Revenue maximization audit and solutions

Orchard Hotel and Orchard Garden Hotel:

Assessment, Revenue maximization audit and solutions

Gemstone Hotels and Resorts, Park City, UT:

Consortia marketing from design to placement, travel agent marketing

Genesee Grande and Parkview Hotels, Syracuse, NY:

SOPs, bonus plans, Revenue Management SOPs and systems, Internet Marketing, Sales and Marketing Audit

HVS International:

Marketing Analysis & Assessments for 2 resorts for renovation and re-position within segments

Kona Village Resort, Hawaii:

Website rewrites, SEO, new design, addition of pages, flash animation

Desires Hotels, Miami FL:

Sales team training

Destination Hotels and Resorts,

Tampa Intercontinental: sales team strategy and product realignment training

Vail Cascade: Focus Group and analysis, full report - Meeting Planners and Leisure Transient

Sheraton Universal: Focus Group and analysis, full report - Meeting Planners and Corporate Transient

Riverhouse Resort, Bend OR:

GDS and IDS maximization

Woodfin Suites Hotels: 10 properties - all USA

Sales training for Doss, Corporate revenue management strategy and SOPs - writing of sales and revenue management training manuals and systems, revenue management training for the corporate team, revenue management training for 4 hotels, temporary DOSM and revenue manager, SEO, GDS-IDS maximization

TBI Maldives:

Marketing plans for five Maldives Islands; restaurant design and conception; brand development

Villa Montana Beach Resort, Isabella, PR:

Revenue Management, web design, SEO, hosting, Guerilla marketing, voice agent, direct mail and e-mail marketing, serve as on-call Director of Marketing, travel agent marketing,, repeat guest CRM program

Rancho Jacona, Santa Fe, NM:

Website design, SEO, e-mail marketing, revenue management, repeat guest marketing CRM program

The Graciella, Burbank, CA:

Website re-work and SEO, Consortia Marketing

Hotel Sax, Chicago, IL:

Consortia marketing, travel agent and meeting planner e-mail marketing program design and implementation

Topnotch at Stowe Resort and Spa, Stowe, VT: specific resort home marketing on the web and in Coordination with the property reservation department

CARINO Collection, NY, NY: 85 hotels

Consortia advertising conception, graphics, artwork, copy writing and negotiation on price and placement; e-mail campaigns to travel agents and meeting planners; direct mail campaign to medical meeting planners; various web site and GDS advising; advertising and marketing campaign development for niche marketing. Four websites.

Quality Inn and Suites, Ft. Worth, TX:

Internet reputation management, sales audit and recommendations

Ethan Allen Hotel, Danbury, CT:

Website rewrites for niche markets, hosting and SEO; revenue management consulting, GDS and IDS rewrites, Internet reputation management

Jackson House Inn, Woodstock, VT:

Internet reputation management

St. Julien Hotel & Spa, Boulder, CO:

Pre-opening banquet menu design and writing

Commissary Cuisine, Shackamaxon Catering For All Seasons, Phila, PA:

Websites, direct mail, ads, collateral design, SEO

Gillen 2004, Phila, PA:

Web design, ongoing SEO, Guerilla marketing (currently inactive - for 2004 campaign)

Scotese Law/CPA Firm, Phila, PA:

Web design, ongoing SEO, Guerilla marketing, SEO

Systems and Software Design

**Bread and Blossoms Catering Proposal, Marketing and Back Office Management Suite
Denver, CO**

August 2001 and continuing

Design and programming: presentation, marketing, proposal and back office software for the exceptional marketing of catering businesses and banquet departments.

OpenCRX - adapting open source CRM web based program to Panetiere's and clients' needs.

President

1986-2002

Shackamaxon Catering for All Seasons, Philadelphia, PA

A gourmet catering and event business with a corporate catering component

Creative initiation and responsibility: menus for diverse markets, event design, structures/tent design, presentation and decor basic plans from which sales managers make choices for client. The business's market placement: affordable, imaginative, superb presentation, warm caring staff, high value

Range of business: primarily events for corporations and universities. Weddings, Bar/Bat Mitzvahs, and private business substantially derived from corporate and university sales contacts. Corporate Daily Catering: division that handles the daily function and meeting catering for 1,100 clients.

Daily operations: manage invoicing, accounts receivable and accounts payable. Payroll for weekly, biweekly, contract and occasional. Conceive and executive bonus programs.

Planning: Develop execute and reposition business plan. Develop menus and recipes. Research and develop retail product "Freshtoday". Target profit and loss areas. Manage profit and excellence programs.

Systems: Develop production, packing, transport methods and procedures. Conceive and write specialized templates for proposals and business analysis. Develop and plan special events for clients.

Customer Relations: Ensure customer relations program is implemented and manage lapses in excellence.

Marketing and Sales: Develop and execute marketing and sales plan. Manage direct mail campaigns. Write and design newsletter. Conceive advertising campaigns, public relations, community relations. Develop website.

Sold business and managed transfer: July-December 2002.

General Manager

1984-1986

La Panetiere Restaurant, Philadelphia, PA

Took over management and, eventually decided to close, a family member's Five Star restaurant.

Conceive new business plan, find new investors, recruit new management, develop new interior designs, manage design and cash flow. Decision made to close business, determine viability of a sale, attempt to secure buyers, negotiate with buyers, banks and taxing authorities. Finally auction all contents and terminate operated.

Member, Board of Directors

1988-1993

Zeromoving Dance Company, Philadelphia, PA

Producer

1986-1987

American Poetry Center, Philadelphia, PA

Co-Director **1979 -1983**
“Circuit” Edinburgh Festival Performance Venue with 5 stages: 3 weeks performance in August; 350 performers, 4 tented stages, 400 performances, Cafe Tent, Edinburgh, UK

Grew this part of the Fringe Festival from one stage with three theater companies to five stages with performances from 11am to midnight. Performances ranged from contemporary music ensembles such as Michael Nyman, through chamber operas, on to Emma Thompson, with stops from invited dance companies from New York to expressionist theater from East Germany.

Co-Director **1980-1983**
“Summer in Oxford Festival”, Oxford, UK

Secure music ensembles, dance companies and theater companies for three stages over three weeks in July. Develop marketing strategies. Design and oversee temporary theater construction. Oversee licensing and box office sales. Develop funding sources and structure local arts council and city funding.

Member, Board of Directors **1980-1984**
“Summer in Oxford” Ticket Agency, Oxford, UK

Develop strategic alliances for this ticket agency that grew out of a festival ticket agency to a year round operation. Manage partnership with the Visitors and Convention Bureau.

Producer **1978-1984**
Actors Touring Company London Ltd, Based in London, UK

Finance and Production: Oversaw all production needs for this 52 week a year theater company, touring throughout the world with a cast of 12 and a production company of 4. Booking tours, liaising with international festivals, negotiating the sales of rights, while overseeing production staff.

Marketing and Sales: Plan and oversee execution of foreign and domestic marketing and sales. Initiate and execute all funding development: Local arts councils, local venues, county councils, Arts Council of Great Britain, Scottish Arts Council, Northern Irish Arts Council, and the British Council for foreign work, corporate funding.

Nature of company: ATC developed into an ensemble of 12 to 14 with a company of 8 actors who worked 52 weeks a year, with many of the ensemble remaining with the company for years. Established as a mini Royal Shakespeare Co., organization and ensemble repertoire allowed three productions to on tour simultaneously. And tour them we did: from New York to Slovenia, from Sweden to Hong Kong, from Sydney to a Kibbutz in the Golan Heights, from a Santiago under Pinochet to a Buenos Aires of the “disappeared”.

Education

College: Princeton University, Princeton, NJ; Magna Cum Laude in Art History
Post Grad: The Royal Academy of Dramatic Art, London, UK

Published Articles

“Communicating” for Hotel Sales Is **Not** Prepared Ideas That Do Not Respond To The Audience
Menus That Sell Rooms -Not Just Filet
The Hackneyed Phrase, “Search Engine Optimization” -- what does it really mean for Hotel and Resort Marketing?
Personality on Your Web Site and Why
EZ-Yield - A Great Tool To Bend The Third Party Web Channels To Your Way

Step Into The Light of Rentals - A Different View of Hotels' Townhouses,
Houses, Condos, Resort Homes, and Extended Stay
Food and Beverage: How caterers can cream hotels and what to do to get the
business back
Hotel Sales Team Communication with the Clients