

JEANNIE L. BLUE

PROFESSIONAL EXPERIENCE



Panetiere Marketing Advisors

Jan 2008-present

Temporary Director of Sales and Senior Sales Manager. Ability to cover open markets and successfully handle new business development. Provide leadership and all director responsibilities. Also work on strategy, marketing plans, sales audits, budgets, team deployment and training. Experience as a selling DOS. Market strengths include: corporate, IBT, SMERF, Regional/State/National Association. Projects include temporary sales manager for Hotel Jerome in Aspen, CO for Rock Resorts and various strategy and marketing projects. Other project includes: Holiday Inn reflagging to Ramada at the Atlanta airport, GA.

Independent consultant

Oct 2007 – Jan 2008

Task Force Sales – full service and limited service hotels

Temporary DOS clients included: Crowne Plaza, Omaha, NE and Holiday Inn, Perimeter, Atlanta. Duties included acting as Interim DOS, evaluating existing team members and identifying strengths and weaknesses of each, coaching team members in areas that require improvement. Developed action plans for each market segment and implemented action plans per sales manager. Screened and interviewed new DOS and sales positions, organized and participated in blitzes by market segment, saturated of Key Accounts, solicited Target Accounts, and conducted sales presentations to capture new business. Always worked as a selling DOS.

APMC/APHM (Hotel Management Company)

July 2005 - Oct 2007

New Acquisition Task Force Team

Traveled to new hotel acquisitions with Task Force Team for Management Company. Hotels included Hilton St. Louis Downtown. Responsibilities included setting up Sales department per Management Company standards, install new sales software, interview prospective new management, work with Human Resources to set up Payroll system, review overall hotel performance, prepare Budget and Marketing Plan. Participated in Revenue Management analysis and implementation. Also worked as a selling DOS.

Director of Sales & Marketing and Assistant General Manager

Hilton Garden Inn – Nashville, TN

July 2005-July 2007

Responsible for the development and implementation of total sales and marketing efforts including securing new accounts, maintaining existing accounts, supervising activities of sales personnel, and executing sales and marketing strategies to maximize the profitability of the hotel while maintaining customer satisfaction. Additional

responsibilities included revenue management, marketing plan, budget, forecasts and advertising. Assistant General Manager: handled all operational, management and financial responsibilities when GM was not present.

Baymont Inn & Suites – Brentwood, TN

April 2005 to July 2005

General Manager

Hands on manager with full responsibility for all aspects of hotel operations including employee supervision and motivation; guest relations; financial/asset management. Supervised Sales & Marketing to drive revenue and increase property's market share; controlled operating expenses to maximize the hotel's profitability. Administered wage and benefit programs and complied with all labor regulations, company policies and procedures. Managed scheduling, payroll, accounts payable and accounts receivable.

WOODFIN SUITE HOTEL – Brea, CA

April 1999 to Feb 2005

Director of Sales

Responsibilities were to generate top line revenue to meet or exceed budget expectations by directing the Sales efforts by achieving Marketing Plan goals. Led a strong revenue management department with reservations and sales personnel. Developed Incentive Program; maintained all direct bill procedures; conducted weekly Sales meetings; produced weekly Sales Reports; developed and supervised Quarterly Action Plans. Developed and maintained rapport with competitive hotels, CVB's, local Chambers, and other lead sources; established and maintained close contact with Top and Target accounts. Very active cross sold other properties in the chain, assisted Corporate Director of Sales & Marketing in training new Directors and Sales Managers and filled in at other properties during DOS and Sales position vacancies.

EARLY CAREER

Cook Enterprises – Electronics Manufacturers Rep – Rancho Cucamonga, CA

Air Components – Contract Manager – Rancho Cucamonga, CA

EG&G BIRTCHEER – Distributor Sales Manager – El Monte, CA

INTERMARKET CORPORATION – Office Manager – Industry, CA

GRANADA ROYALE (Embassy Suites) – Sales Manager - Arcadia, CA

EDUCATION

College

Citrus College – Glendora, CA (Business)

Chaffey College – Rancho Cucamonga, CA

(Business with emphasis in Hospitality Management)

Training

Woodfin Advantage Sales Training I & II

Hilton OnQ, Hilton OnQ RMS, Hilton OnQ R&I