

Michael C. Daab

CATERING SALES AND SERVICE EXECUTIVE



Profile:

Entrepreneurial executive with more than 25 years experience managing sales, catering and convention sales teams at the hotel, regional and national level. Utilize a Motivational Management Style with a record of building and retaining sales teams and increasing revenue through focused training and innovative sales techniques.

Sales and General Management qualifications:

- Revenue Generation
- Sales and Business Development
- Strategic and Marketing Planning
- Staff Development and Motivation
- P&L Management
- Budgeting and Expense Control

Professional Experience:

Panetiére Marketing Advisors

June 2010 - Present

Director of Catering, Sage Hospitality, Crowne Plaza Cleveland City Center: Jun – Aug, 2010

Director of Catering – Transition Team, Destination Hotels & Resorts – Paradise Point Resort & Spa, San Diego, CA

Conference Service Manager – Transition Team, Destination Hotels & Resorts – The Madison Hotel, Washington, DC

DCT – Orlando, Fl

Independent Hospitality Consultant

May 2009 – Present

Working as an independent consultant I am hired to help recruit, interview and hire a full time replacement when a catering department head position is open. While on property I maintain a booking goal and work on special projects ranging from writing SOP's, Budgets and Menus. Recent projects:

- Currently on a project for LXR at the London West Hollywood a luxury property in Los Angeles. Developing new Banquet Menus, Interviewing candidates for the Directors position. Performing the position of both DOC and Social Catering Manager
Reference: Deborah Lisboa, Director of Marketing, 310-358-7740
- HRI Lodging Inc. Hired by Gary Gutierrez, President of HRI Lodging Inc. to drive revenue at the historic Chateau Bourbon in New Orleans Reference: Gary Gutierrez, President 504-566-0204
- Davidson Hotels. Reference: Tim Debruin, VP Catering, 901-761-4664

HEI Hotels and Resorts – Norwalk, CT

Vice President of Catering and Conference Services September 2007 – May 2009

Responsible for the overall sales and sales strategies for 30 hotels with total annual sales of over 60 million dollars. Brands included Le Meriden, Westin, Marriott, Sheraton, Hilton, Crowne Plaza and Embassy Suites.

- Developed and conducted training classes to teach catering and convention managers how to increase sales and how to maintain the bottom line
- Conducted weekly review meetings with Owner and with COO
- Conducted monthly conference calls to deal with maintaining existing accounts while continuing to grow new accounts.
- Worked with Corp Chef and VP Food and Beverage to develop Core Banquet / Catering menus for the company using a three tier approach depending on level of hotel
- Oversaw the development of the 2008 and 2009 Banquet and Catering budgets
- Developed a Weekly PACE report
- Developed incentive programs to drive sales
- Interviewed and hired all Directors of Catering or CS that were filled during my tenure
- Wrote a weekly article including Best Practices etc that was shared on a company network.

DHG Hospitality dba Affinia Hotels - NY, NY

Corporate Director of Catering

September 2005 – September 2007

Hired on a contract basis to develop and implement Catering and Meeting Service Departments for this Manhattan based hotel company. Affinia recently branded and has nine hotels in Manhattan one hotel in Chicago and one hotel in Washington DC

Wyndham Hotels and Resorts – Dallas, TX

National Director of Catering and Convention Services

May 2001 – August 2005

Senior Catering Sales Executive for all Wyndham Hotels in the US and Caribbean focusing on increasing revenue and hiring and training sales managers. 100% of time was spent in hotels as a "hands on" Task Force Manager.

Education: Canisius College – Buffalo New York; B.A. International Relations