



NANCY A. DEVINE

PROFESSIONAL EXPERIENCE

Panetièrè Marketing Advisors

2008-present

Strength in strategic analysis, marketing partnerships, brand development, marketing plans, business plans, owner relationships and finance. Specific experience in resorts, spa and golf marketing, resort development, due diligence research, start ups and conversions. Interim DOSM

Sales and Marketing Analysis, Pheasant Run Resort

Destination Hotels & Resorts – Denver, CO

1996-2007

Tearraneà Resort, LA, Marketing Project Consultant 2010-2011

Oversee all marketing development prior to full time DOM.

Northwest Regional Vice President, Sales and Marketing

Provided Sales and Marketing leadership to (4) properties; Skamania Lodge, Suncadia, Resort at Squaw Creek and Sunriver Resort. Created the Destination NW cooperatives for group sales lead exchange, leisure and group advertising, media placement, staff training and customer events.

Skamania Lodge – Scope of work included due diligence. Guest history analysis, market research, repositioning and brand development, 5 year budget proforma and business plan, staff performance evaluations and goals, talent recruitment and collateral and website conversion from Dolce to DH&R.

Suncadia Resort - Recruitment and hiring of sales talent, participation in vision and product sessions along with development of pre-opening and 10 year proforma and business plan. Hired golf public relations firm and directed plan for grand opening and ground breaking events. Worked with the General Manager and Director of Sales on the Inn at Suncadia product launch including brand development, pricing strategies, public relations, and programming.

Resort at Squaw Creek - Conducted due diligence and worked with transition team. Regional responsibilities continued thereafter with oversight of sales, marketing, and reservations. Worked on primary business objective of rooms conversion from a hotel product to a condominium resort. Responsibilities included attending quarterly owner

meetings, staff performance, talent recruitment, and completing conversion from Benchmark to DH&R property.

Sunriver Resort - Responsible for repositioning and brand development; revenue generation and maximization in all businesses of Sunriver Resort Limited Partnership with particular attention on group and transient sales for over 600 diverse accommodations, golf rounds and

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revenue for 3 championship golf courses, and other spend areas including 6 food and beverage outlets, banquets, spa and fitness club, 4 retail shops, and recreation. Daily leadership, coaching, and development of Director of Group Sales, Director of Marketing and Leisure Sales, Director of Revenue Management, and Reservations Manager.

Grace Hospitality Group – Phoenix, AZ

1993-1996

Corporate Director/Sales and Marketing

Responsible for destination resort-conference center/casino, and a full-service corporate hotel. Managed resort transition from a Sheraton franchise to an independent property. Emphasis included budget and business plan development; leadership of all sales, catering, conference services, reservations, and outside support agencies. Parent company responsibilities included feasibility studies for future sites and acquisitions.

Crown Sterling Suites – San Mateo, CA

1989 - 1993

Regional Director of Sales and Marketing – West Coast

Responsible for conversion from Embassy Suites to Crown Sterling Suites. Lead the sales and marketing efforts of 9 all-suite hotels in California and Arizona (2,487 suites). Portfolio included 2 destination resort properties, 4 airport hotels, and 3 corporate hotels.

Pointe Resorts, Inc. – Phoenix, AZ

1987-1989

Senior Sales Manager

Marriott Mountain Shadows – Scottsdale, AZ

1984-1987

Sales Manager

EDUCATION

Arizona State University- Tempe, Arizona
Bachelor of Science- Tourism and Travel
Internship-Kiawah Island, South Carolina