

Quincy Smith

Panetièrre Marketing Advisors

- Internet Reputation Management, 2011 and continuing
- Senior Sales and New Business Development Interim: 2011: Estancia and L' Auberge, La Jolla, CA



National Sales Manager

Convergère & A Meeting Space Inc. Chicago, IL 2009 - 2011

Sales & Account Management:

- Working remote and traveling to clients, prospective clients
- Secured major accounts: Monsanto, Symantec, Nissan NA, Abbott Pharma, and Bio-Rad, resulting in sales of over \$500,000 year-to-date and over 115% of first quarter goal.
- Serve as direct point of contact for client, vendors, and participants concerning client specifications, requirements, preferences, cost summaries, and RFPs.
- Training Sessions led for RFP tool users
- Tradeshows: Affordable Meetings Mid-America, Chicago BTA, and MPI – CAC Tradeshow.

Senior Sales & Marketing Manager

Claremont Resort & Spa, Pyramid Hotel Group LLC Berkeley, CA 2006 – 2009

Management:

- Co-managed coordinator staff of six sales and catering coordinators, such as daily reports, tasks, schedules, disciplinary action and departmental issues.
- Have forged several preferred vendor relationships on behalf of the sales team (Adventure Associates, Hornblower Cruises, and Geo Teaming).
- Member of the hotel's yield team and active in group implementation and transient sales.

Sales & Account Management:

- Annual goal of \$2-plus million achieved 120% second and third quarters of 2009 representing a 10% growth over 2008.
- Proactive selling, networking and relationship building, prospecting: The Clorox Company (boosting sales 200% over 2008 definite on the books), Leap Frog, Zurich North America, Norvartis, Ameri. Orthopaedic Foot & Ankle Society, Cisco Systems, Merisant Company, Genentech, Intel, Bayer Pharma, and Pixar.
- Liaison for Associated Luxury Hotels, Krisam Group and various third party companies representing the Midwest, Los Angeles, Silicon Valley, and East Bay markets including: promotions, Resort updates, joint sales calls and trips.
- Trade shows (HelmsBriscoe, Conference Direct Partner Fair, ALHI Midwest Show, Krisam Group Chicago Show, ITME, and Affordable Meetings) and sales trips to major Midwest markets such as Chicago, Dallas, Houston, and Minneapolis.

Marketing & Research:

- Created all group promotions, including e-blasts, hot dates/rates, management of group database and bi-monthly newsletter (see portfolio).
- Assist DOS with completion and implementation of the marketing plan as it relates to the East Bay, Silicon Valley, and Midwest markets for instance marketplace analysis for budget review, competitive set analysis, and new competitors coming online.
- Monthly and weekly evaluation of various sales data reports (Hotelligence, STAR, Flash and HIS) and 30/60/90 action plan.

National Senior Sales Manager

Accor North America (Sofitel, Novotel) San Francisco based 2004 – 2006

National Account Management:

- Remote an on-property
- National sales for multiple Accor properties, North America
- Task Forced into properties for Sales Blitz leadership and interim markets
- Trade shows for Accor -Travel Expo, Affordable Meetings, and MPI WEC.

Sales & Account Management:

- Exceeding Sales Goal of \$3,000,000 by 10%
- Responsible for soliciting new volume accounts for assigned properties and markets including San Francisco Bay, Los Angeles, Chicago, and Minneapolis.
- Prospecting and sales call goals (approximately 100 prospecting and maintenance calls per week and 10 outside calls per week).

Senior Sales & Marketing Manager

Hilton San Francisco Fisherman's Wharf, Hilton Hotels Corp., San Francisco, CA 2002 – 2004

Management:

- Responsible for sales, catering activities and assigned tasks of Sales Manager, Catering Sales Manager, and Sales Coordinator through delegation of projects and lead assignment
- Conceived SOP for Site Inspections
- "Acting Director" in the absence of the DOSM; assisting on departmental reviews, mentoring, supervision,

Sales & Account Management:

- Prepared monthly and quarterly reports from Goldmine database to identify potential growth markets (leads generated year over year and prospect/tentative/definite on the books over past year).
- New business development

Marketing & Research:

- Co-wrote Wholesale brochure copy to highlight strengths of property and increase market share.
- Partnered with area hotels and SFCVB to host FAM Tours.
- Marketing to all Hilton Corp. reservations centers and Hilton Direct domestically to educate agents about the hotel.

Director of Travel Industry Sales & Marketing

Cathedral Hill Hotel, West Coast Hotels San Francisco, CA 2002 – 2002

Sales, Management and Marketing:

- Direct report of the Leisure Sales Manager and Tour & Travel Reservation Coordinator activities and delegated responsibilities to ensure accuracy and adherence to policies.
- Developed sales and marketing for the Tour & Travel Market, for example e-blasts promoting discounted rates to database and heavily soliciting competitor's group base.
- Met and exceeded sales goal of over \$1 million-dollars by 125% (Goal- \$1.5 million and room revenue goal for the year in the year and futures (Goal -16,000)
- Managed Wholesale and Corporate Groups such as ATI, JTB, Trvalco, Discovery Tours, Kintetsu Tours, City and County of SF, CA Pacific Medical Center, and UCSF.
- Tradeshows: Successfully represented the hotel at POW WOW and NTA, resulting in two additional group series for 2003 (approximately 1,500 room nights).

Corporate & Individual Business Travel / Group Sales Manager

Serrano Hotel (Kimpton Hotels LLC), San Francisco, CA 2000 to 2002

Corporate & Individual Business Travel / Group Sales Manager

King George Hotel (Greystone Hospitality), San Francisco, CA 1998 to 2000

Education

- Penn State World Campus
Currently working to complete BA in Business Administration

Awards & Accomplishments

- Interstate Hotels 2006 Top Ten Producing Sales Managers
- Member of MPI – Chicago Area Chapter
- Member Chicago Business Travel Association
- Member of MPI – Northern CA Chapter, Marketing Committee Member 2008-2009
- Member HSMIAI
- Member NCBMP
- Guest Speaker 2007, 2008, 2009 of Professor Patrick Tierney, Ph.D.-San Francisco State University Hospitality Department

- Guest Speaker 2007 and 2008 of Kimberly Higgins, Instructor- City College of San Francisco Culinary Arts & Hospitality Studies