



Jeannie DiGrappa

PROFESSIONAL EXPERIENCE:

Panetiere Marketing Advisors, Denver CO 2002 – 2008; Jun 2009 - present

Director of Sales & Marketing: RockResorts – Inn and Spa at Cordillera, Edwards, CO; Kessler Collection – Beaver Creek Lodge, Avon, CO; Woodfin Suites Hotels – Rockville, MD; Chase Suites Hotel – Hunt Valley, MD.

Senior Sales Manager: Four Points by Sheraton, Meriden, CT; Embassy Suites, Denver, CO; Westin Governor Morris Hotel, Morristown, NJ; Topnotch at Stowe Resort and Spa, Stowe, VT; Noble House and Resorts – The Inn and Spa at Loretto, Santa Fe, NM; Destination Hotels and Resorts – Doubletree Chicago O’Hare, Chicago, IL; The Argent, San Francisco, CA; and Squaw Creek Resort & Spa, Lake Tahoe, NV

Virtual Sales & Marketing Team – Senior Sales Advisor

Curtis Hotel, Denver, CO

Jan 2008 – Jun 2009

Director of Sales and Catering

Director of Sales and Catering for this 336 room pop culture hotel, which is independently branded and managed. Responsible for sales, marketing and catering results. Re-deployed and trained sales staff and finished the first year with \$8M in group sales and \$125K over budget. Direct reports: 12

Independent Task Force, Denver, CO

Jan 2002 – Jan 2008

Projects included: Director of Sales & Marketing: Hotel Colorado, Glenwood Springs, CO; Warwick Hotel, Denver Colorado. National Sales Manager; and Brown Palace Hotel, Denver, CO

Adam’s Mark Hotels and Resorts, Denver, CO

Sept 1999 – Nov 2001

Corporate Director of Individual Travel

- Began employment as **Corporate Group Manager** – Midwest market for this 1225 room hotel.
- Exceeded group sales by \$200,000.
- Promoted to **Individual Travel Manager** responsible for \$8,000,000 in sales.

- Exceeded sales goals by \$2.7 million in first year.
- Promoted to **Corporate Director** over all 24 hotels.
- Responsible for training and development of IBT managers in each property.
- Sales to all National Corporate accounts and consortia sales.
- Assisted in the development of a comprehensive Rational Pricing plan for all 24 hotels.
- Direct reports: 2. Indirect reports: 24

Starwood Hotels and Resorts, Worldwide, Denver, CO **Feb 1995-Sept 1999**
Director of Sales

- Began employment as **Group Sales Manager** Cherry Creek Inn and worked Corporate and Government and Association markets for this 320 room hotel.
- Exceed goals each quarter.
- Promoted to **Director of Sales and Marketing** after two years in group sales.
- As DOSM, revenue results were 103% of budget in the first year.
- Responsible for Sales, Catering and Reservations departments.
- Led competitive set in rate occupancy and RevPar.
- Ranked top 10 for Star Report production for all Westin Hotels.
- Developed advertising and direct sales program to promote the Cherry Creek Inn, which was marketed as an independent hotel.
- Re-branded hotel to Sheraton Four Points after Starwood acquisition.
- Direct reports: 10
- Transferred to Westin Westminster as **Director of Group Sales** in June 1998 to open new hotel consisting of 369 rooms.
- Responsible for all group markets for first six months.
- Hired sales staff of three sales managers and maintained Corporate Group market myself.
- Responsible for all advertising, strategic sales plans, budgeting, pre-opening sales.
- Direct reports: 4

Destination Hotels and Resorts, Denver, CO **Aug 1992 – Aug 1994**
Sales Manager

- Denver DoubleTree Hotel – **Corporate Group and Transient Sales Manager**.
- Exceeded goals each quarter.
- Radisson Hotel Denver South –Rehired by Destination Hotels & Resorts following a six-month medical leave.
- **“One Stop Shop” Corporate and Government Group Manager**.
- Responsible Group and catering sales within the market.

Hilton Hotels, Denver, CO **Feb 1991 – Aug 1992**
Sales Manager

- Began employment in this 300 room hotel as **Transient Sales Manager**.
- Promoted to **Corporate and Government Group Sales Manager**.

Additional Work Experience

- Meeting Planner for Home Insurance Company, Denver, CO from 1987 to 1991.

- Owned and operated Tree House Books, Ltd., providing children's books for school book fairs. November 1990 to December 1996.

Education

- Colorado State University: Masters of Business Administration, May 2008. Graduated with honors in top 20% of the class.
- Regis University: Bachelor of Science Degree in Business Administration, specializing in Small Business Management, Regis University, Denver, CO, 1999. Graduated magna cum laude.
- Sales Training: Radisson Leading Edge Sales; Westin Level I and II Sales; Westin Leadership, Service Westin Style.