

Stella Evans

Career Profile

Sales and Marketing Professional with over 20 years of experience in the hospitality industry. Capable of building and maintaining a sound business and financial framework through dynamic and focused sales and marketing plans, effective business development, new product development and direct sales. Capable of assimilating action plans and achieving objectives. Exhibit character, personal drive and maturity. Work effectively with sales and executive teams.



Career History

Panetièrè Marketing Advisors

2006 to present

Temporary Director of Sales, Director of Marketing and Sales. Train and motivate sales staff, review department functioning, systems, and productivity and recommend areas for alternation and improvement. Provide temporary assistance during times of turnover and position searches.

Direct Sales from Vancouver base throughout Canada

S. Evans & Associates

2002 to present

Sales and Marketing Management Company established in January 2002, specializing in new venture startups, sales, marketing and public relations consulting and services within the hospitality and tourism industry. Client include:

- Resort Semiahmoo, WA USA: Business Development Plan and Direct Sales/Canada 2002
- Ambassador Hotel, Kingston, Ontario: Sales & Marketing Audit and Recommendations 2002
- Four Points Hotel, Kingston, Ontario: Sales & Marketing Audit and Recommendations 2002
- Lake Okanagan Resort, Kelowna, BC: Business Development Plan and Direct Sales/Canada 2003 – 2004
- Dakota Hotels/Comfort Inn, Vancouver BC: Developed Sales and Marketing Plan 2003 – 2004
- Makaha Resort and Golf Club, Oahu, Hawaii: Provided Sales & Marketing consulting/ recommendations during due diligence process for potential new owners. 2004
- La Quinta, Richmond, BC: Developed Sales and Marketing Plans for the opening of their property in 2004.

- DV Cuisine Ltd.: Sales and Marketing Consulting Services for Culinary & Team Building Workshops and TV Network Culinary Programs. 2004 – 2006
- SFU Housing and Residence, Vancouver, BC: Sales & Marketing consulting for their visitors/guest residences and conference services. Developed Strategic Sales Plan. 2004- 2006
- Boutique Hotels of BC: Sales & Marketing Consulting for the opening of several new properties throughout BC/ 2006.

MetropolitanHotels–Vancouver/Toronto:

Regional Director of Sales and Marketing

1999 to 2001

Liverton Hotels International Inc. (member of Preferred Hotels and Resorts International)

Recruited to launch and manage this newly created division responsible for the sales and marketing of properties located in Vancouver and Toronto with territory responsibility of Western Canada and Western USA. Reported directly to the President. Hotels included The Metropolitan in Vancouver and Toronto and The Soho Metropolitan in Toronto.

Selected and developed a team of six sales managers, one revenue manager, and three administrative assistants.

Increased and maintained market share within a highly competitive industry. Formulated and implemented annual market segment budgets, sales/marketing plans and sales goals.

Personally responsible for an account base in Western Canada and Western USA. Successfully cultivated new business resulting in a substantial increase in leisure, business and group travel.

Analyzed and improved consistency and efficiency of existing sales systems and procedures, resulting in more time for direct sales activities

Improved overall revenue management systems, which led to higher yield and enhanced focus on market segments conducive to the luxury brand and product.

Planned and implemented annual marketing and promotional campaigns. Built a consistent image through integrated strategies with corporate marketing and advertising division that included direct mail, print, radio, online advertising, media buying and affiliate programs.

Developed packages with local partners (i.e.: Air Canada, Eaton's, Granville Island, Grouse Mountain) to increase leisure travel during need periods.

Westin Bayshore Resort, Vancouver, BC:

Director of Sales & Marketing

1996 to 1999

Starwood Hotels and Resorts

As a member of Executive Committee, managed the overall development and growth of this luxury 4 Diamond/Star Hotel with 517 guestrooms and Convention Centre. Accountability for sales, marketing, catering, revenue management and public relations responsibilities including:

Sales Department: Developed seven Sales Managers and two Administrative Assistants. Formulated and implemented annual market segment budgets, sales/marketing plans and sales manager goals. Increased market segment revenue each year when many competitors were challenged with a decrease in volume.

Catering Department: Managed Director of Catering, two Catering/Sales Managers and an Administrative Assistant. Exceeded overall catering revenue goals from 1996 to 1998.

Revenue Management: Managed Director of Revenue Management, Reservation Manager and 4 Reservations Agents. Implemented a new revenue management system.

Public Relations: Assigned new public relations and advertising agencies to represent the hotel for all media needs. Developed and implemented annual media relations and advertising plans.

National/Tilden Interret: Western Canada Director of Sales 1994 to 1996

Contracted to assist during the take over of Canadian owned Tilden by USA's National Car Rental who acquired Tilden in 1997.

Relocated Western Sales Division from Calgary to Vancouver and managed the deployment of Sales Divisions in Vancouver, Calgary, Edmonton and Winnipeg.

Managed national contract negotiations with corporate head offices in Western Canada - top sales division of Canada in 1996.

Developed annual sales plans, budget and bonus programs. Developed partnership agreements with airlines, hotels, travel agencies and tourist destinations.

Enhanced relationships with affiliates/franchises in USA, Japan and France, maximizing return from international destinations.

Kvaerner/Royal Sealink Express: Director of Sales and Marketing 1993 to 1994

Royal Sealink Express operated three luxury ships (300 seats each) with 16 daily sailings from downtown Vancouver to downtown Victoria and Nanaimo.

Responsible for leisure and group sales and marketing divisions in Vancouver, Victoria and Nanaimo.

Ocean Point Resort, Corporate Office:

Director of Sales and Marketing

1991 to 1993

Developed and managed annual sales and marketing plan for the launch and managed the opening of this luxury, 250 rooms, four diamond/star Victoria property, in direct competition with historical Empress Hotel. As a member of Executive Advisory Board, managed the development of all policies and procedures, staffing needs and ongoing operations. Selected and managed sales staff for Victoria, Vancouver and Seattle.

BC Pavilion Corporation/Provincial Ministry of Tourism:

Corporate Sales Consultant

1989 to 1991

BC Pavilion Corporation, operators of Vancouver Trade and Convention Centre, BC Place Stadium, Bridge Studios, Robson Square Conference Centre, and the Tradex Centre contracted my services in Corporate Sales Division to develop new business for all facilities.

Launched opening of Vancouver's newest Convention Centre - Robson Square Conference Centre.

Education and professional development

Business Administration – Alberta College: 1968

Real Estate and Mortgage Broker Pre Licensing - UBC Faculty of Commerce: 1997

Professional Development: Marketing, Sales Leadership Management, Communication, Branding, Revenue Management and Computer related seminars attended each year to renew and update skills.

Community Work

United Way

Canuck Place: A Hospice for Children

Vancouver Symphony

Covenant House – A Charity for homeless youth.

BC Alzheimer's Society

Memberships (Past and present)

Vancouver Board of Trade

Tourism Vancouver

Tourism Victoria

Seattle King County Convention and Visitors Bureau

Association of Corporate Travel Execs.

Edmonton Tourism

Calgary Convention and Tourism Bureau

CRM Association/ Pacific Northwest