



Vickie Riddle

Professional Experience

Panetiere Marketing Advisors

2008-present

Full service 4-5 Star Hotels: Director of Sales, Senior Sales Manager, Prospecting Manager, Operations Manager, New Business Development and Task Force Transition Manager

Limited service and/or 2-3 Star Hotels: General Manager, Director of Sales, Senior Sales Manager, Prospecting Manager, Operations Manager, New Business Development, Task Force Transition Manager

Projects include:

Senior Sales Manager for Riverhouse Resort in Bend

Senior Sales Manager at Genesee Grande and Parkview Hotels in Syracuse, NY

Senior Sales Manager at The Langham Huntington Hotel & Spa, Pasadena, CA

New Business Development for Doral Arrowwood in Rye Brook, NY

Virtual Sales New Business Development for Destination Hotels & Resorts, Rock Resorts and Denihan Management

Transition Sales Manager for Destination Hotels & Resorts at Paradise Point Resort in San Diego, CA

Senior Sales Prospecting Manager at Crowne Plaza Chicago O'Hara, Rosemont, IL

Regional Extended Stay Hotels, Denver, CO

1998-2007

Director of Operations

2004-2007

- Lead a diverse region consisting of seventeen properties and multiple brands located within the state of Colorado
- Directed sales teams with top line action plans resulting in significant market share increases
- Involved in direct sales calls, client interaction and booking business for hotels
- Significantly exceeded YOY GOP projections for the 2005 and 2006 fiscal years by 5% each year and respectively up 13% for 2007 ending in May
- Improved quality scores through capital improvements and concentration on key service areas within each hotel
- Achieved several internal quality awards at several properties within region
- Reduced costs through the utilization of shared resources within region

District Manager

1999-2004

- Responsible for the full operation and sales of seven area hotels
- Strong sales and marketing experience for the area market concentrating on sales calls to existing clients and generating new business prospects that will develop into key accounts maximizing revenue for the seven hotels
- Directed pre-opening and opening activities for new area hotels
- Increased top line results and created effective cost controls, resulting in increases to bottom line profit in numerous hotels

- General Manager 1998-1999
- Responsible for pre-opening/opening activities for hotel
 - Responsible for staffing development, weekly meetings, encouragement and motivation to achieve overall success
 - Coordinate, direct and manage day-to-day operations of extended stay hotel
 - Strong sales and marketing experience for the area market concentrating on sales calls to existing clients and generating new business prospects that will develop into key accounts maximizing revenue

Sheraton Hotels, Colorado Springs

1998

Front Desk Supervisor

- Managed 3 to 4 Front Desk Agents
- In charge of daily reports
- Managed check in and checkout procedures for large convention groups

BB & K Development, Effingham, IL

1994-1998

Area Manager

1996-1998

- Owner's representative for five Illinois hotels consisting of Holiday Inn, Hampton Inn, Days Inn, Best Western and Comfort Suites
- Worked with property General Managers in selecting personnel, training, quality control, inventory and cost control
- Oversaw property operations in absence of General Manager

General Manager

1994-1996

- Manage every aspect of daily operation of a Hampton Inn and Comfort Suites
- Hiring and training of all employees, Front office, Housekeeping and Maintenance
- Guided compliance of all Brand Standards and implementation processes to carry franchise flag
- Responsible for monthly inventory and ordering of supplies
- Directed pre-opening and opening activities for the Comfort Suites

Education

Associates Degree, Major in Travel & Tourism - 1993

Parkland College, Champaign, Illinois

Management, Business Computer Systems, Accounting

Advanced Training

- Revenue Maximization Program – Promis Hotels
- Sales Skills Workshop – Promis Hotels
- Hotel Management Program – Choice Hotels
- Integrity Selling - Extended Stay Hotels

Achievements

- Hotel Management Program – Choice Hotels
- Gold Key Award Winner – Choice Hotels
- 2001 Best Product Presentation Award – Extended Stay America
- 2002 Best Business Leader – Extended Stay America