



## WENDY KIVITZ

### PROFESSIONAL EXPERIENCE:

#### **Panetièrè Marketing Advisors**

January 2004-present

Projects have included: Temporary Sales Manager and IBT specialist: Four Points by Sheraton, Meriden, CT; St. Julien Hotel & Spa, Boulder, CO; Topnotch at Stowe Resort & Spa; Destination Hotels and Resorts (The Argent San Francisco; Hamilton Park Hotel and Conference Center, NJ); and Sage Hospitality Resources (Sheraton Tempe Airport, AZ and Coco Key Waterpark, Boston, MA). New Business Development and IBT Training for Doral Arrowwood in Rye Brook, NY, New Business Development for Genesee Grande and Park View Hotels in Syracuse, NY.

#### **Consultant**

##### **Amerimar Enterprises**

The Sheraton Atlanta	Atlanta, GA	Jan 2000 –February 2001
The Radisson Hotel & Suites	Chicago, IL	Apr 1996 -January 1997
The Georgetown Inn	Washington, D.C.	May 1995-October 1995

- Identified key corporate travel agencies in the NY market, introduced hotel to travel consortia market and corporate travel agencies and achieved inclusion in key consortia corporate programs.
- Coordinated all DOS (and/or Sales Manager) appointments in key corporate travel agencies. Facilitated introductions and relationship building with key agents and Corporate Travel Administrators. Conducted sales presentations.
- Assisted with rate/positioning for corporate segment.
- Included Philadelphia and NJ pharmaceutical and travel companies in sales efforts (Atlanta project)
- Facilitated automation corrections and formatting for agency accessibility to preferred corporate or consortium rates.
- Booked transient room nights and small groups as a result of agency visits.
- Formulated marketing strategies and goals for sales effort to continue programs after expiration of my contract. Provided smooth client transition to key hotel contact in order to maintain all momentum gained during project.

#### **Consultant**

##### **The Sheraton Suites**

Wilmington, DE

March-April 1996

- Conducted survey to ascertain tour and travel segment potential to Wilmington
- Telemarketer to set list of domestic tour and travel operators.
- Concluded that frequency of groups and required rates would not yield room night volume or rates desired. Focus for property to be allocated to other market segments.

**The Rittenhouse Hotel**  
**Senior Sales Manager**

Philadelphia, PA  
 August 1991 to July 1994

For this AAA Five Diamond hotel, responsible for sales, action plans, and marketing for the following segments: Consortium/Travel Agency, Corporate Transient, and Entertainment.

**CONSORTIUM AND TRAVEL AGENCY MARKET**

- Successfully introduced hotel to Business Travel Consortiums, gaining inclusion in 13 Preferred Supplier Programs.
- Targeted member agencies in feeder cities with direct mail pieces, slide presentations, and sales calls.
- Consistently exceeded individual goals for room nights and average rate in 1992-1994, leading to full participation in sales quota bonus program.

**CORPORATE TRANSIENT MARKET**

- Developed New York market and introduced hotel to Fortune 100 companies.
- Negotiated with National Travel Administrators to gain inclusion in Preferred Supplier Programs.
- Conducted presentations for on-site travel agency and corporate staff.
- Exceeded goals in 1992-1994 for room night volume and ADR, largely contributing to a 16% increase in overall ADR (1991-1994).

**ENTERTAINMENT**

- Developed high profile clientele by targeting entertainment travel agencies.
- Established referral network with Philadelphia Film Office and various production studios.
- Coordinated hotel efforts to ensure satisfaction of in-house groups and celebrities.

**OTHER: PREFERRED HOTELS INVOLVEMENT**

- Worked closely with member Preferred Hotels and Sales Representatives with mutual clients to establish identity of The Rittenhouse.
- Coordinated joint hotel presentations in NY and LA.
- Participated in trade shows and Sales Development Programs.
- Assisted automation and client services personnel to ensure hotel's automation accessibility through travel agency CRS.

**HOLIDAY INNS INC., Holiday Inn Crowne Plaza**  
1990 Recipient of the Holiday Inn Superior Hotel Award  
and the 1990 Hotel New Development Award

Washington, D.C.  
Feb 1989- Feb 1991

- Pre-opening Sales Manager for 456-room hotel.
- Responsible for tour and travel segment. Exceeded room night goals for 1990 by 33% and revenue by 23%. Met budgeted goals for 1991.
- Responsible for soliciting and negotiating airline crew contracts. Exceeded room night goals by 133% and revenue by 126%.
- Introduced hotel to Business Travel Consortiums and National Corporate Markets.
- Opened European and Asian markets through International Trade shows, cooperative sales missions, and targeted sales presentations.
- Developed and implemented Quarterly Sales Action plan to capitalize on key market opportunities.
- Trained and supervised tour coordinator to successfully manage all group movements.
- Assisted Director of Marketing with advertising/promotional efforts; responsible for hotel collateral pertaining to related market segments.
- Active participation in corporately sponsored domestic and international Client Recognition programs.
- Active participation in industry related organizations.

**ASTOR HOTEL MANAGEMENT COMPANY**

Sept 1985-Nov 1987

Rockville, MD

**Days Inn Congressional Park**

Nov 1987-Feb 1989

- Director of Sales for 156-room hotel.
- Developed corporate market segment and exceeded overall sales revenue goals for 1988, the hotel's first full year of operation.
- Reconstructed sales systems and controls to maximize sales performance.
- Formulated and successfully implemented marketing plan.
- Instrumental in establishing annual room night and average rate budgets for all market segments.
- As member of Executive Committee, set hotel policy and operations standards.

**ASTOR HOTEL MANAGEMENT COMPANY**

Jan 1987- Oct 1987

Washington, D.C.

- National Sales Director for four properties.
- Defined sales procedures; researched and developed marketing strategies for each property.
- Assigned to Henry VIII Hotel and Conference Center (St. Louis, Missouri) to ascertain problems and implement leadership program instrumental in revitalizing distressed sales department. Areas task force restructured include: -staff training, computer automation of sales office, recapturing lost business, establishing interdepartmental collaboration to ensure quality control and guest satisfaction.
- Solicited national and local accounts in Corporate, Government and Association markets.

**ASTOR HOTEL MANAGEMENT COMPANY**  
**New Hampshire Suites**

Washington, D.C.  
Sept 1985-Dec 1986

- Pre-opening Sales Manager for 75-unit all-suite hotel.
- Established sales office, developed marketing strategy, designed sales collateral, and trained new employees.
- Successfully met sales quotas in acquiring group and transient business in Corporate and Government market segments.
- As Manager on Duty one weekend each month, directly supervised all operations and personnel.

**EDUCATION**

UNIVERSITY OF MARYLAND, College Park, MD  
Bachelor of Arts in Russian Language and Literature, May 1983  
Summa Cum Laude with Honors in Russian  
Minor in French Language and Literature

PUSHKIN INSTITUTE OF RUSSIAN LANGUAGE, Moscow, USSR  
Awarded scholarship to participate as representative to the American Council of Teachers of Russian for Advanced Russian language study.