

SANDRA K. HEYDT



**PROFESSIONAL EXPERIENCE:**

**Feb. 2003- Present      PRINCIPAL  
PANETIERE MARKETING ADVISORS  
HOTEL SALES AND MARKETING**

**The following are clients which Sandy has personally worked with as temporary DOS/DSM, trainer, consultant. For a complete client list, please go to <http://www.panetieremarketing.com>**

- Windsor Court Hotel, New Orleans, LA (Leading Hotels of the World)
- Amerimar Enterprises, Inc. (Real estate development /management company)
  - Hotel Derek, Houston, TX (Preferred Hotels and Resorts Worldwide)
  - Sheraton Atlanta Hotel, Atlanta, GA (Starwood Franchise)
  - Four Points by Sheraton, Meriden, CT (Starwood Franchise)
  - The Westin Governor Morris Inn, Morristown, NJ (Starwood Franchise)
- St. Julien Hotel & Spa, Boulder, CO (Pre-opening member Preferred Hotels)
- HVS International, Boulder, CO (Consulting firm)
- Topnotch Resort and Spa, Stowe, VT (Preferred Hotels)
- Embassy Suites Downtown, Denver, CO (Hilton Franchise)
- TBI Maldives Limited (Resort developer, Republic of Maldives)
- Destination Hotels & Resorts, Englewood, CO (Hotel management company)
  - The Argent, San Francisco, CA
  - Sunriver Resort, Sunriver, OR
  - Vail Cascade Resort & Spa, Vail, CO
  - The Shores Resort & Spa, Daytona Beach, FL
- Rancho Jacona, Santa Fe, NM (Independent)
- Carino Collection, New York, NY (Collection of luxury independent hotels/resorts)
  - Co-op marketing programs for 65 hotels worldwide
- Villa Montana, Isabela, Puerto Rico (Independent)
- Noble House Hotels & Resorts (Owner and management company)
  - The Edgewater, Seattle, WA
  - University Tower Hotel, Seattle, WA
- Ethan Allen Hotel, Danbury, CT (Independent)
- Hotel Colorado, Glenwood Springs, CO (Independent)

2608 East 11th Avenue  
Denver, CO 80206-3604  
T. 303 394 7592  
F. 303 394 7593  
C. 303 594 2112  
[sheydt@panetieremarketing.com](mailto:sheydt@panetieremarketing.com)  
[www.panetieremarketing.com](http://www.panetieremarketing.com)

**2002-2003      DIRECTOR OF SALES AND MARKETING  
QUORUM HOTELS AND RESORTS, DENVER, CO**

Direct supervision included sales, advertising, public relations, e-commerce, reservations, revenue management and catering for two owned and managed hotels, **The Brown Palace Hotel** (AAA Four Diamond and member of Preferred Hotels and Resorts Worldwide) and **The Comfort Inn Downtown** (A Choice Hotels Gold Award Winner), for a total of 472 rooms. Responsible for generating **\$25 million** in annual rooms and catering revenue.

**1999-2002      DIRECTOR OF SALES AND MARKETING  
RESORT SEMIAHMOO, BLAINE, WA.**

**AAA Four Diamond Rating/Member Preferred Hotels & Resorts**

Responsible for sales and marketing of this **\$18 million resort with multiple entities**, including a 198 room Inn with 25,000 square feet of meeting space; 36 holes of golf and two tennis facilities; 37,00 square foot health club and spa; 350 slip marina; multiple food and beverage and catering operations. Held the additional position and responsibilities of **Inn Manager** for six months in 2001 during time of management transition.

**1998-1999      VICE PRESIDENT, FERNLEY&FERNLEY, PHILADELPHIA, PA.**

Managed detailed client profitability analysis, developed **and implemented a marketing action plan and designed a new corporate brochure and image** for this association management company. Created a new company, Premier Meeting Solutions, to handle site selection and contract negotiation for the company's 23 association clients.

**1990-1998      DIRECTOR OF SALES AND MARKETING  
THE RITTENHOUSE HOTEL, PHILADELPHIA, PA.**

**AAA Five Diamond Rating/Member Preferred Hotels & Resorts**

Responsible for marketing this 135-room boutique hotel, which included 23 luxury apartments in its inventory. **Involved in transition from four to five diamond status**, as it related to service levels, marketing and pricing of the new product. Served on Preferred Hotels and Resorts Sales Advisory Council.

**1988-1990      ASSISTANT DIRECTOR OF SALES  
DON CE SAR REGISTRY RESORT, ST. PETERSBURG, FL.  
AAA Four Diamond Rating**

Started as Sales Manager, **promoted** to National Sales Manager in January 1989, and **promoted** to Assistant Director in August 1989.

**1986-1988      STAFF DIRECTOR, SOCIETY OF THE PLASTICS INDUSTRY,  
WASHINGTON, DC.**

Manager of membership and activities in the Eastern US Region, which included lobbying, public relations, event planning, newsletter and publications.

**1982-1986      VICE PRESIDENT, ASSOCIATION MANAGEMENT GROUP,  
WASHINGTON, DC.**

Served as Executive Director of three National non-profit associations and general manager of operations of this start-up company.

**1981-1982 FACULTY, UNIVERSITY OF MARYLAND, EUROPEAN  
DIVISION, BAMBERG, WEST GERMANY.**

**1981-1982 GUIDANCE COUNSELOR AND HIGH SCHOOL INSTRUCTOR,  
BAMBERG, WEST GERMANY**

**EDUCATION:**

1980 Master's Degree, Temple University.  
1981 Bachelor's Degree, Temple University.

**VOLUNTEER AND LEADERSHIP ACTIVITIES:**

---University of Colorado, Travel and Tourism Department: Student Independent Study  
Advisor to assist the Continental Divide Trail Alliance.  
---Hotel Sales and Marketing Association (HSMIA) Mile High Chapter: Newsletter Editor and  
board member (2003-05)  
---Guest instructor: University of Colorado, Boulder, Travel and Tourism Department.

**PUBLISHED ARTICLES:**

Marketing Plans That Mean Business  
Creative Marketing: Canadian Bacon  
How To Be A Good Boss