



SHANNON J. MINTON

HONORS

Manager of the 2nd Quarter ~ 2000
Hilton Hotels Corp 1st Trimester Excellence in Sales ~ 2000
Nominated for Hilton Hotels Corporation Quarter Excellence in Sales ~ 1st Trimester 2003, 1st & 2nd Quarter 2002, and 2nd Quarter in 2001

PROFESSIONAL EXPERIENCE

PANETIERE MARKETING ADVISORS

DENVER, CO

March 2005-present

Working on property or out of home office in Denver for our clients, prospecting for catering, group and transient business. Clients have included temporary sales manager for The Lodge and Spa at Cordillera in Edwards, CO for Rock Resorts; telemarketing for Carino Collection, NY, NY; new business development for Villa Montana Beach Resort, Puerto Rico; temporary sales manager for Skamania Lodge, Stevenson, WA for Destination Hotels and Resorts; and new business development for Langham Hotels International and Skamania Lodge.

ST. JULIEN HOTEL & SPA

BOULDER, CO

Opening in January 2005, the St. Julien Hotel & Spa is positioned as the first world-class hotel to open in downtown Boulder in nearly 100 years. As a distinguished member of Preferred Hotels and Resorts Worldwide, this premier hotel and spa will feature 200 guestrooms, a 10,000 square foot spa and fitness center, 11,000 square feet of indoor meeting space, 12,000 square feet of outdoor meeting space, and signature restaurant & bar.

Pre-Opening Sales Manager

March 2004 to September 2004

- Served as the hotel's only sales manager during this time.
- Responsible for aggressively soliciting and booking quality business for all market segments within the Sales and Catering Department, including group, transient and social catering business.
- Conducted client presentations of the Hotel's products and services, successfully painting a picture of what this hotel would have to offer using only limited pre-opening collateral.
- Monitored competition for target accounts.
- Worked closely with Pre-Opening Director of Sales and Marketing to establish and implement the Hotel's Group and Catering contracts.
- Quoted rates and booked space independently based on guidelines provided by the DSM and assisted in determining these rates and guidelines as time progressed.
- Participated in industry-related organizations and events to promote awareness of this new property.
- Developed and maintained an active and visible position in the local community.
- Completed all preliminary on-line information for the RFP process.
- Successfully handled the entire set-up of all guestroom and meeting information in Delphi .NET

DOUBLETREE HOTEL ONTARIO

ONTARIO, CA

The Doubletree Hotel Ontario is owned and managed by Hilton Hotels Corporation. This 484-room property, with 25,000 square feet of meeting space, has annual revenues that exceed \$20 million. The forecasted group room actuals for 2003 was 40,000.

Senior Sales Manager ~ SMERF Market

June 2003 to December 2003

- Promoted to Senior Sales Manager responsible for the SMERF Market and a \$1.5 million group room revenue goal for 2003.

Corporate Group Sales Manager

January 2001 to June 2003

- January to June achieved 114% of group revenue goal.
- Completed the year 2002 achieving 149% of my individual group revenue goal for the corporate market. Exceeded group revenue goal by 250% in the first trimester of 2002
- Responsible for month-end reporting of group pace and group rooms on-the-books.
- Worked closely with the Director of Sales and Marketing on career development, Annual Business Plan, and forecasting.

IBT Sales Manager

April 1998 to January 2001

- Specialized in total Transient market focusing on Individual Business Travel, HHonors direct mail campaign, and electronic advertising in Apollo Headlines and Sabre Spots
- Reviewed Sabre Hoteligence to determine key feeder cities into our market
- Responsible for booking small corporate groups up to 35 rooms per night.
- Successful in increasing Volume Discount rate 16.4% over prior year and 13% over budget
- Delphi Implementation Team Leader

Executive Administrator

July 1993 to April 1998

Reporting directly to the General Manager and Executive Committee of six. Responsible for confidential reports, budgeting, marketing, bonus dispensation and performance reviews for upper management. Systematized daily budget update and month-end reports. Calculate catering and sales revenues generated to establish projected budgets.

RENAISSANCE ESMERALDA RESORT

INDIAN WELLS, CA

Administrative Assistant

October 1992 to July 1993

Assisted the sales and catering department at this 540-room, 60-acre resort hotel. Calculated goals for sales managers to evaluate performance for review at corporate office. Compiled and research data from multiple sources for proposals, sales contracts, and banquet event orders.

TRAINING

Hilton Sales College/Customer Focused Selling ~ Received a 94% on Final Exam
Hilton IBT Sales Training

EDUCATIONAL BACKGROUND

CHAFFEY COLLEGE

ALTA LOMA, CA

Business Administration

TRINITY VALLEY COMMUNITY COLLEGE

ATHENS, TX

Business Administration