



Shirley A. Hornbeck

Profile:

- Goal-oriented individual with strong leadership capabilities
- Exceed booking goals by exhibiting superior prospecting, probing and closing skills
- Organized, highly motivated, and detail-directed problem solver
- Proven ability to work within team environment
- Result oriented

Professional Experience:

2006 - present

Panetière Marketing Advisors

Provide direct sales support to hotels and resorts in group and transient markets, including various geographical and vertical market areas as needed. Temporary Senior Sales Manager assignments have included Doubletree O'Hare Airport, Sunriver Resort and Resort at Squaw Peak for Destination Hotels and Resorts; The Inn and Spa at Loretto, Santa Fe, NM, for Noble House Hotels & Resorts, Temporary DOS for Sage Hospitality Resources at The Peery, Salt Lake City, UT.

2002-2005

Renaissance Denver Hotel-Senior Account Executive

- Responsible for National Corporate Markets and developed sales initiatives through various channels: Marriott GSO offices, group desk, and industry reports.
- Increased recognition of Renaissance Denver to Marriott GSO offices, through newsletters, need date calendars, site visits and hotel CD.
- Promoted relationships with "third party" to increase opportunities within targeted markets through sales calls, trade shows, hosted events and site visits.
- Collaborated with Denver Visitors and Convention Bureau to solicit additional corporate venues.
- Assisted with monthly rooms and catering forecast-worked closely with revenue management.
- Coordinated Business Review meetings to evaluate and maximize business opportunities.
- Mentored Sales Managers on effective sales solicitation i.e. religious, sports and government.
- Monitored and evaluated competition and market trends.
- Established "back yard" accounts for hotel, which increased this market by 9%.
- Increased corporate room market by 16% from 2003-2005 primarily in higher rate accounts such as Pfizer, Schering Plough, Merck, Eli Lilly, Seamen's, McKesson and US Bank.
- Increased average rate from 2003-2005 by 21% within my market area.

1999-2002

Denver Market Field Sales-Account Executive Marriott & Renaissance- all products

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- Implemented Total Account Business plans for key market account Via GSO's Strategic Account Plan.
- Leveraged account management, which encompassed full service, limited service and extended stay products for the market which encompassed pro-active solicitation and follow-up.
- Mentored account team in total account management.
- Collaborated on a Market CD and distributed to major clients.
- Analyze key information on account trends to align with Marriott Business needs.

1998-1999

National Task Force- Sales Manager-Marriott

Selected to supplement on-property sales efforts for Marriott in Santa Clara, Irvine, Oklahoma City, Houston Medical Center, Kansas City Airport and Overland Park.

1992-1998

Denver Marriott West-Sales Manager, Catering Manager

- Secured several top accounts from competition, which resulted in producing 1,350 room nights on an annual basis.
- Consistently exceeded sales goals (Chairman's Circle).
- Collaborated on group and catering sales forecast.
- Successful at increasing group contribution to catering budget.
- Social and corporate catering sales

1982-1992

Omaha Marriott-Sales Manager, Catering Manager

- Secured top account for hotel in 1985 (Union Pacific), which resulted in booking all training classes from 1985-1991 and largest group account for hotel.
- Developed a relationship with Union Pacific which resulted in "corporate benchmarking" Marriott Customer Service Training (Marriott Corporate Headquarters-Washington D.C.)
- Confirmed programs with Mutual of Omaha, Physicians Mutual, Con Agra and First Data.
- Obtained Peter Kiewit training classes as well as regional meetings.
- Booked and coordinated three US Presidential visits.
- Social and corporate catering sales

AWARDS:

President Circle 2004
 Sales Team Award 2004
 Silver Level 2003
 Bronze level 1999
 Chairman's Circle 1997 & 1998
 Nominee for Marriott's Denver Market Award 1998

MEMBERSHIPS:

Meeting Planner International, Denver Market Business Council

SYSTEMS:



Delphi, NGS, Microsoft Word, PowerPoint, Excel

EDUCATION:

Bachelor of General Studies-University of Nebraska-Omaha, Nebraska