



SUZIE SWAN

PROFESSIONAL EXPERIENCE

Panetiere Marketing Advisors

2008 - present

Temporary Revenue Manager and Revenue Management Strategist.

Includes supervision and training of reservation agent staff and coordination and supervision with group and transient sales managers.

Projects include Genesee Grande and Parkview Hotels in Syracuse, NY.

Developer of Holistic Hotel Revenue Management program.

For two properties, re-organized Opera PMS.

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Kona Village Resort, Hawaii

2009

Consultant: Revenue Manager and Reservations

Developed OTAs for the resort, planned and executed strategy for revenue in the downturn.

Initiated website optimization, and marketing clarity on the website. Re-positioned key imagery.

Through management of channels, offers & specials, was directly responsible for \$750,000 plus in added revenues for 2009.

Providenciales, Turks & Caicos

Sept 2004 -present

Consultant: Revenue Manager and Reservations

Responsibilities include:

- Consulting as Virtual and on Property Director of Revenue Management and Reservations for *The Windsong*, a 3.5 Star condo resort, opened Dec 2008. Consistent top 10 for T & C OTA productions – even in first year.
- Consulting as virtual and on Property Director of Revenue and Reservations for *The Somerset*, a 5 star resort which opened November, 2006 (57 suites).
- Managing reservations, inventory, forecasting, budgeting, along with other revenue management responsibilities for both properties.
- Increased room revenues by 57.5% for first quarter over last year and occupancy by 36%.
- Management of the reservations office and revenue management for *The Sands at Grace Bay* (116 rooms) and *The Palms* (164 rooms).

- Opened *The Palms* in February, 2005 and handled the pre-opening budget, system build and reservation staff training. Increased revenue by over 200% in the 2nd year and 11% increase in the 3rd year.
- Handling of inventory for both properties in the Visual One PMS system, along with inventory on Expedia, Travelocity, GDS and websites.
- Increased revenues at The Sands at Grace Bay 13% from 2004 to 2005 with an increase in occupancy of 3 percentage points and 8% over revenue budget for 2006 with an increase of 17% over 2005.

Kerzner International Resorts, Inc
Plantation, FL

Jan 2003-Aug 2004

Director of Hotel Reservations/Revenue

- Responsible for 4 departments and a staff of 24 including groups, wholesale, data and inventory/revenue.
- Responsible for managing room inventory for 3 properties which included *Atlantis, Paradise Island* (2317 rooms), *One&Only Ocean Club* (106 rooms) and *Harborside* (161 room Timeshare property).
- Assisted in the build of the property management system for *One&Only Palmilla* in Cabo, Mexico, utilizing the Fidelio Opera system.

Yield Enhancement Strategies & Solutions, Inc
Miami, FL

Oct 1999-Dec 2002

Revenue Consultant/Labor Standards Trainer

- Specializing in revenue management and yield management.
- Reservation sales seminar development and implementation
- Revenue Manager training and development.
- Implementation consultant and trainer for *ADP TimeSaver's* Labor Standards Module throughout the US and Canada.
- Revenue consultant and trainer for the newly renovated *Bimini Big Game Resort & Marina* in Bimini, Bahamas with specific concentration on reservations and front office.
- Handled Tour and Travel Operations for *Out Island Getaways* and *Sky Limo Air Charter* in Ft. Lauderdale, Florida with responsibilities in contract negotiations with over 35 Out Island hotels and 3 commercial airline partners. Developed the central reservations office to include Sabre and booking engine installations and staff training.

Island Outpost Hotels
Miami Beach, FL

June 1998-Sept 1999

Corporate Director of Reservation Sales

- Director of Central Reservations for thirteen (13) 2-4 star Florida and Caribbean hotels, managing a staff of 15.
- Implemented revenue management and yield management for all hotels.
- Increased occupancy by 6 percentage points, along with an ADR increase of 7% and overall revenue increase of 16% from 1998 to 1999.

Miami Dadeland Marriott

Aug 1996-June 1998

Director of Reservation Sales/Front Office Manager

- Revenue Management for this 302 room suburban hotel.
- Increase room revenues 8.3% from 1996 to 1997 with a 92% occupancy for the year.
- Implemented front office/reservations training for Marriott hotels in South Florida.
- Developed training, incentive and guest response programs for the front office.

Production Services – Atlanta

Apr 1995-Aug 1996

President

Motion picture equipment rental house servicing feature films, commercials, videos and special city events.

Marriott Hotels & Resorts

Aug 1985-Apr 1995

Director of Reservations Sales – various hotels:

Marriott's Frenchman's Reef and Morning Star Beach Resorts in St. Thomas, USVI (Feb, 1994-Apr, 1995). 423 room hotel and 96 room cabana style beachfront resort. Room sales over \$21 million per year.

Norfolk Waterside Marriott in Norfolk, Virginia (Aug, 1992-Feb, 1994). 404 room downtown hotel and 40,000 square foot convention center. Established and exceed budget for a new marketplace.

Atlanta Marriott Gwinnett Place in Atlanta, Georgia

Director of Reservation Sales (Jun, 1988-Aug, 1991)

Transient Sales Manager (Sep, 1987-Jun, 1988)

Sales Assistant (Aug, 1985-Sep, 1987)