

# XXXXXX XXXXXX

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## Hotel/Hospitality: Guest/Customer User-Experience (UX) Strategy, Project Management

*Delivering exemplary value to 1100+ full-service hotel rooms within the global XXXXXXXXXXXX portfolio.*

Highly experienced product and brand strategist with 12+ years of executive experience in the hospitality industry. Strategic thinker and planner with a proven track record of asset and brand management across a global market in the areas of project and product management. Proven ability to work independently and alongside cross-functional teams to improve operating performance across multiple business units. A corporate communications professional who utilizes both a consultative and hands-on approach with experience in operational planning and development, creating and implementing branding and marketing initiatives. **Strong advocate of the customer voice, delivering deep insights through a human-centered design approach.**

### Competencies that Drive Strong Business Outcomes

Project & Product Management | Brand Management | Business Development, Sourcing & Procurement  
Budget Management, Forecasting, P&L | Promotions, Marketing & Branding | Operations Support  
Regulatory & Compliance | Contract Negotiations | Team Management | Market Analysis & Reporting  
Customer Experience Research | Meeting Coordination & Facilitation | Project Documentation & Monitoring  
Documents & Reports Development | Client Relations | Guest Services & Customer Experience

### XXXXXXXXXX Worldwide, McLean, VA

#### PRODUCT LEAD, CUSTOMER EXPERIENCE & INNOVATION

2018 – Present

*Responsible for driving product and solution innovation by leveraging a deep knowledge of customers, data and analytics, property operations, and the hotel industry.* Identifies and implements high quality, outcome-based guest experience strategy for XXXXXXXXXXXX's full-service brands (XXXXXXXXXX Hotels & Resorts, DoubleTree by XXXXXXXXXXXX, Curio Collection, Tapestry Collection). **At the forefront of several notable new product launches across the Americas.**

#### ☐ Human-Centered Design Process Activities

- **Agile, human-centered design approach to testing, iterating and learning**—Designs, writes, reviews and implements tools such as quantitative surveys, interview guides, conducting guest interviews and succinct beta tests. Leads efforts with internal and external vendors for quantitative data collection; consolidates results and presents recommendations to executive stakeholders.

#### ☐ Collaboration with Business Partners

- **Often collaborates with XXXXXXXXXXXX global leadership (key stakeholders/executives) as a trusted and accountable thought-partner**—Directly involved in the (Customer experience) CX strategy working with teams to determine goals, overcome challenges and align with the corporate CX strategy and objectives.

#### ☐ Advocate for Customer Needs

- **Passionate advocate for the customer**—Leverages and enhances the customer experience and satisfaction levels. Gathers and reviews 3<sup>rd</sup> party research through strong quantitative and qualitative approaches to inform and realize solid business cases for new products and solutions.

#### ☐ Enterprise-Wide Sleep and Shower Project Initiative

- **Extensively contributed throughout the guest research phase and development of executive shareholders interim report**—Worked closely with multi-functional team members across the company (Customer Experience, Innovation, Data and Analytics, Supply Management, Marketing etc.) under the direction of the Chief Customer Officer. Detailed research findings and near and long-term goals to deliver profound differentiated guest experience across the XXXXXXXXXXXX Enterprise.

#### ☐ Managed a Global Test of Lobby Scents for XXXXXXXXXXXX Hotels & Resorts

- Designed guest surveys and survey collateral provided in a variety of languages to support each location.
- Drove hotel engagement to gather over 1400 guest responses at 11 hotels the during 4-week test period.
- Synthesized all customer and operational feedback into a high-level report for Global Brand Head and Regional Executives review.

- ❑ **PRODUCT LAUNCH (1): Full-sized bath product dispenser program**
  - Managed all aspects of the beta test with properties (hosting weekly feedback calls, gathering and synthesizing weekly operational data and reporting on guest feedback).
  - Acquired data on product/plastic and the waste or savings. ROI timelines presented to Senior Leadership.
- ❑ **PRODUCT LAUNCH (2): ‘Choose to be Green’ program to all full-service hotels**
  - Managed the creation of English and dual language learning guides and collateral.
  - Published all program launch materials including in-room collateral, internal and external communications.

**Xxxxxxxx Hotels International, Rockville, MD**

**2015 – 2016**

**PROJECT MANAGER, BRAND PROGRAMS**

*Performed a key role of creating and implementing numerous brand initiatives and programs. Successfully increased the overall performance of the XXXXXXXX Hotels International brand working alongside internal and external stakeholders.* Communicated program specifics to franchisees through multiple platforms and program implementations including:

- ❑ **BREATHE EASY: Comfort Inn 100% Smoke-Free Brand**
  - Worked with the IT department in Phoenix, AZ to create technology platforms to support the program that required each hotel to become certified as smoke-free.
  - Campaign Results—Launched in 4 months and on-time. Achieved 98% adherence (within 2 months).
- ❑ **QUALITY TOUCHPOINTS: Modernization of All Branded In-Hotel Collateral and Amenities**
  - Program Oversight—Oversaw external vendors and worked with procurement, and internal stakeholders.
  - Pre-Launch Logistics—Minimized supply costs to franchisees by managing current inventory with vendors and collaborated with the Brand Strategy Senior Director to approve all vendor proofs and samples.
- ❑ **ROOM TO BE GREEN: System-Wide Environmental and Conservation Program**
  - Image Rebranding & Planning—Worked with each Brand Strategy and Corporate Social Responsibility department as well as procurement to ensure the required in-hotel collateral and large display materials met each brand’s strategy and “look and feel.”

**JWM Family Enterprises, LP, Bethesda, MD**

**2007 – 2015**

*Responsible for the day-to-day operations of the corporate office as Operations Manager and large-scale renovation projects as Project Manager for 16 hotel ownership groups with a combined yearly revenue of \$200M+. Successfully co-led property-wide renovations with VP of Architecture and Construction.*

**PROJECT MANAGER**

**2011 – 2015**

**Projects Included:** \$200K RESTAURANT, \$4M RESTAURANT, LOBBY & ROOMS, \$800K HEARTH ROOM & PRELIMINARY ROOMS RENOVATION PROJECTS

- ❑ Charlotte SouthPark Marriott:
  - Restaurant Renovation Project Scope of Work, Timelines & Budget Management—Adhered to business objectives by establishing critical weekly reviews with the General Contractor, hotel management and third-party designers to ensure project stayed within budget goals and project timelines.
- ❑ West Palm Beach Marriott:
  - Lobby and Rooms Renovation Project Management, Acquisition & Design—Led the bid analysis process to determine the final of General Contractor.
- ❑ DC Residence Inn:
  - Hearth Room and Preliminary Rooms Renovation & Design—Provided input during weekly status meetings, met on-site with third-party designers as well as Marriott International executives to review and approve the design in accordance with brand standards.

**Education**

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**B.A., The College of William & Mary, Williamsburg, Virginia, 2001 – 2005**

Chapter President, Alpha Chi Omega

Sorority Chairman, 10-member Executive Committee

Developed Chapter Annual Report for Submission to Alpha Chi Omega National Association