# TOP<br/>255HSMAI 2020<br/>TOP 25 Minds<br/>Celebration

Tuesday, March 16, 2021





#### Welcome to the 2020 HSMAI **Top 25 Most Extraordinary Minds Celebration**

The Hospitality Sales & Marketing Association International (HSMAI) is proud to recognize the brightest minds in the hospitality industry with the introduction of the 2020 class of the Top 25 Most Extraordinary Minds in Sales, Marketing, and Revenue Optimization. HSMAI's mission is to fuel sales, inspire marketing, and optimize revenue for hospitality, travel and tourism professionals.

HSMAI's Top 25 Extraordinary Minds have shared innovative ideas and overcome obstacles in the preceding 18 months - a historic, unique and challenging time for our industry. Each of these individuals has exemplified leadership and brilliance in their respective roles. Collectively, they are contributing to the recovery of the hospitality industry.

Nominations for the Top 25 are reviewed by a panel of industry experts selected by HSMAI from among its Board of Directors. Judges are held to the highest standards of integrity and commitment to honoring those individuals that have shown extraordinary leadership in our industry over the last 18 months.

Thank you for joining us for this special celebration and for helping us honor the contributions of these extraordinary leaders.

Best Regards,



Marina Mairman Bort Silhut

Marina MacDonald **HSMAI** Chair Chief Marketing Officer Red Roof



Robert A. Gilbert, CHME, CHBA President & CEO **HSMAI** 

## ACCOR

The results make it official. But everyone at Accor knew all along!

Nicole Leirheimer, Vice President, Public Relations and Communications, North & Central America, has been named by the Hospitality Sales and Marketing Association International as one of 2020's Top 25 Extraordinary Minds in Sales, Marketing and Revenue Optimization.

From everyone at Accor, congratulations on this prestigious award, Nicole!



RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1



#### 2020 HSMAI Top 25 Most Extraordinary Minds in Sales, Marketing, Revenue Optimization

Being named to the Top 25 is an honor given to leaders in the hospitality, travel and tourims industires for measured accomplisment during a given year. This "who's hot list" give distinction to outstanding leaders whose "get results" strategies are truly exceptional and admired by colleagues and the industry as a whole.

#### **Todd Arviso**

Vice President and Commercial Director, Americas Managed Hotels *Hilton* 

Heather Bailey, CHBA, CHT, CAEHM Senior Director, Worldwide Sales - Hotel Sales Optimization BWH Hotel Group

Gathan D. Borden, CHDM Vice President, Marketing VisitLEX

Johnathan Capps Vice President of Revenue *Charlestowne Hotels* 

Craig Carbonniere Jr., CHDM Senior Director of Sales *Milestone, Inc.* 

Dana Cariss, CHDM Vice President, Revenue Strategy and Distribution *CoralTree Hospitality* 

Sabrina Cendral Senior Vice President of Sales and Marketing *Club Med* 

Denise Chapman Director of Marketing Waldorf Astoria Monarch Beach Resort and Club Sonali Fernando Regional Director of Revenue Virgin Hotels

Elana Friedman Chief Marketing Officer AKA

Bettina Garibaldi Senior Vice President, Managing Director *Ketchum - Travel, Hospitality and Leisure* 

Griff Garwood Senior Director, Global Media Marriott International

#### Stephanie Glanzer, CMP

Chief Sales Officer and Senior Vice President MGM Resorts International

Michael J. Goldrich, CHDM Global Head of Digital Marketing Club Quarters

Eliot Hamlisch EVP, Loyalty and Revenue Optimization Wyndham Hotels and Resorts

Rhett Hirko, CRME Global Vice President, Revenue Optimization Preferred Hotels and Resorts

Sara Joseph Senior Vice President, Head of Travel and Lifestyle BerlinRosen Nicole Lierheimer Vice President, PR and Communications Accor

Gissell Moronta, CMP Vice President, Sales and Marketing Atrium Hospitality

Staci Olney Vice President, National Sales Red Roof Inns, Inc.

Shawn Paley Senior Director, MDS Studio Marriott International

Eve Paré President and CEO AHGM

Peter Ricci, CHA, CHSE, CRME, EDD, CHBA Director, Hospitality and Tourism Management Program Florida Atlantic University (FAU)

Anne Sayers Acting Secretary Wisconsin Department of Tourism

David Warman Principal Red House Strategy

Cesar Wurm Vice President, Commercial and Revenue Management, CMH IHG

# GISSELL MORONTA

HSMAI's 2020 Top 25 Extraordinary Minds in Sales, Marketing, and Revenue Optimization







**GISSELL MORONTA**, Vice President of Sales & Marketing, is responsible for the direct sales performance of a portfolio of hotels for Atrium Hospitality, one of the nation's largest hotel operators. Her nearly 25 years of leadership, passion and vision are among the many reasons why she is being honored with this prestigious award. It's people like Gissell that make Atrium Hospitality one of the top places to work in Atlanta, fostering a culture guided by our five core values: perseverance, respect, inclusion, service and teamwork. Congratulations, Gissell!







#### Todd Arviso

Vice President and Commercial Director, Americas Managed Hotels *Hilton* 

In his role with Hilton, Todd Arviso leads a team of more than 40 professionals who support sales, catering, revenue management, and commercial performance teams for 275 managed hotels across 15 countries.

Todd is responsible for creating opportunities for career development, driving performance results, aligning performance plans across disciplines, and advancing the functional capabilities of sales, catering, and revenue management

Additionally, Todd serves as a leader for the Global Commercial Director Leadership Team and the Global Revenue Management Leadership Team.

Prior to joining Hilton, Todd worked for several companies including Hyatt, Destination Hotels & Resorts, and Accor. Most recently, he took an opportunity to explore a passion of his and started a software company, which focuses on meeting and event space pricing and optimization.

Todd holds a B.S. from Washington State University. He lives in Scottsdale with his wife, Erin and two children, Bridget and Archie.



#### Heather Bailey, CHBA, CHT, CAEHM

Senior Director of Worldwide Sales – Hotel Sales Optimization *BWH Hotel Group* 

A respected leader and mentor, Heather Bailey has more than 25 years of hospitality experience working with an array of hotels, including select service and convention hotels.

In 2010, Heather joined Best Western® Hotels & Resorts as a liaison between hoteliers and the Worldwide Sales team, partnering with hotels to develop successful sales strategies and

drive revenue. Utilizing her leadership skills and innovative thinking, Heather transformed her initial role into a team of talented professionals whose primary focus is on preactivation, sales training, and business acumen. Additionally, Heather played an integral role in creating and developing several valuable tools and programs for hoteliers, such as the sales onboarding program, sales champion program, and the award-winning 2.0 sales training.

Heather received her bachelor's degree in hotel management with a minor in marketing from Southern New Hampshire University,



Gathan D. Borden, CHDM Vice President, Marketing VisitLEX

Gathan D. Borden is a 14-year veteran of the tourism industry. In his role with VisitLEX, (the Lexington Convention & Visitors Bureau), he oversees the advertising, branding, marketing, public relations, social media, visitor services, and web strategies for the city of Lexington as it relates to travel and tourism.

A much sought-after industry speaker, Gathan speaks frequently at local, regional, and national tourism conferences across the country on various marketing topics and trends.

He is currently a board member of the U.S. Travel Association's Destination Council Board of Advisors, the Kentucky Travel Industry Association (KTIA), Horse Country, Inc. and the American Cancer Society. He is a founding member of the Lexington-based Kentucky Black Bourbon Guild, which seeks to honor the history of minorities' contributions to the bourbon industry and increase the representation of minority cultures in the spirits industry.



#### AN EXTRAORDINARY MIND

Cultivating a winning sales culture through innovation, a spirit of caring and customer-centric sales and revenue strategy.

Heather Bailey Senior Director, Worldwide Sales BWH Hotel Group®

Congratulations to **Heather Bailey** on being recognized as a **"Top 25 Extraordinary Mind in Sales, Marketing, and Revenue Optimization."** 



BW Best Western. Hotels & Resorts









Johnathan Capps Vice President of Revenue *Charlestowne Hotels* 

Johnathan Capps oversees internal and external revenue management at Charlestowne Hotels. Offering extensive knowledge in corporate strategies, Johnathan takes a 360degree approach to Charlestowne's work: marrying creative development with data science to increase revenue and assess targeted campaigns.

Through his research in software and operational processes, he's created profitability enhancement methods resulting in game-changing ROI at Charlestowne's hotels. His expertise has been featured in publications including Hotel Business, Hotel News Now, and LODGING Magazine.

Johnathan joined Charlestowne Hotels in 2010 as a corporate revenue manager, and advanced to director of marketing before accepting the vice president of revenue position. Prior to joining the Charlestowne team, Capps was director of revenue optimization at Wild Dunes Resort and worked in hotel development with a Florida-based management company.

Johnathan earned a degree in hospitality and tourism management from the College of Charleston and serves as an adviser for the college's hospitality revenue management MBA program.



#### Craig Carbonniere Jr., CHDM

Senior Director of Sales *Milestone, Inc.* 

Craig Carbonniere Jr. is an 18-year hotel industry veteran and Certified Hospitality Digital Marketer (CHDM) consulting for lodging partners, travel brands, and hospitality associations. With executive-level experience in hotel operations, revenue management, sales, and marketing, Craig implements holistic programs to achieve sustainable revenue growth and return on investment (ROI) for his clients. Before becoming an award-winning supplier, Craig spent 10 years managing various hospitality disciplines for Grand Pacific Resorts, Interstate Hotels & Resorts, Starwood Hotels & Resorts, and The Walt Disney Company.

Craig is also an accomplished speaker who regularly facilitates educational sessions for California Hotel & Lodging Association (CH&LA), Wyndham Hotels & Resorts, and California State Polytechnic University, Pomona.

He serves as vice president of marketing on HSMAI's board of directors in both Los Angeles and San Diego. Craig is recognized as a trusted advisor for developing hotel e-commerce strategies.



Dana Cariss, CHDM Vice President, Revenue Strategy and Distribution *CoralTree Hospitality* 

Dana Cariss is responsible for implementing the revenue strategy, distribution, and e-commerce objectives for CoralTree Hospitality. He works closely with property revenue optimization community teams and helps support each in their pricing, distribution, channel management and marketing strategies to drive revenue and profit across all segments.

Before joining CoralTree, Dana worked for Destination Hotels in several revenue management roles before expanding his role to corporate direction and the role of regional vice president for the company's West Coast properties. Dana has also held management positions with Handlery Hotels, Loews Hotels, Evolution Hospitality, and New York-based internet technology company Open Hospitality.

Dana currently sits on HSMAI's Revenue Optimization Advisory Board and is the immediate past president of the HSMAI San Diego Chapter. Dana is a graduate of the University of California, San Diego, with a double major in mathematics and economics.

#### TOP 25 AND #1 IN OUR BOOK

Dana Cariss leads CoralTree Hospitality's Revenue Management efforts, blending science and analytics with creativity, innovation, and heart.

Congratulations, Dana



CORALTREE HOSPITALITY

CoralTreeHospitality.com







Sabrina Cendral Senior Vice President of Salesand Marketing *Club Med* 

With British and French nationalities, and raised in The Netherlands, Sabrina Cendral brings an extensive background of international business experience to Club Med.

Sabrina joined Club Med in 2008 after growing up visiting Club Med's resorts around the world.

In Paris, Sabrina helped launch the brand's Luxury Villas and Chalets and oversaw the customer experience design for several new resorts. In 2013, Sabrina relocated to Miami as the director of brand, communications and product marketing for North America. Shortly after, she was promoted to vice president and now also oversees U.S. sales.

Sabrina has spearheaded trailblazing concepts including the launch of a partnership with Cirque du Soleil, the creation of an adults-exclusive area in Club Med Punta Cana, and the new eco-chic resort in the Dominican Republic.

Prior to Club Med, Sabrina was a brand consultant for the marketing firm Wolff Olins. She earned her master's degree from HEC Paris business school.



#### Denise Chapman Director of Marketing

Waldorf Astoria Monarch BeachResort and Club

Creating and merchandising luxury lifestyle experiences has been Denise Chapman's passion throughout her hospitality career. For more than two decades, Denise has led resort marketing teams to launch new brands, polish existing ones, and turn around under-performing assets.

Currently the director of marketing for Five Diamond-rated Waldorf Astoria Monarch Beach Resort & Club, her roster of

upscale resort marketing director roles has included Monarch Beach Resort, Omni Hotels & Resorts, La Costa Resort & Spa. Claremont Resort & Spa, Sonoma Mission Inn, La Quinta Resort & Club and Resort at Squaw Creek.

In the past, Denise has served as an adjunct instructor at California State University, San Marcos, a member of the board for Visit Carlsbad, and an HSMAI Adrian Awards judge. She is currently a member of the HSMAI Best Practices Resort Group.



Sonali Fernando Regional Director of Revenue *Virain Hotels* 

Sonali Fernando is a dynamic, results-driven leader with more than 15 years of experience in the hospitality industry and a diverse background in branded and lifestyle hotels in highly competitive urban destinations and resort markets.

Sonali is responsible for leading an energized revenue management team, dedicated to achieving top and bottom-line performance, managing distribution strategy and gaining market share. Prior to joining Virgin Hotels, Sonali worked for Hostmark Hospitality where she held various positions including accommodations specialist, revenue manager, director of revenue, and most recently, regional director of revenue overseeing a diverse portfolio of over 15 hotels.



The years of performance make it official, but everyone at the Florida Atlantic University® (FAU) College of Business knew it all along!

> **PETER RICCI**, Clinical Associate Professor and Director, has been named by the Hospitality Sales and Marketing Association International as one of 2020's Top 25 Extraordinary Minds in Sales, Marketing, and Revenue Optimization.

ats, Peter!

From everyone at FAU, congratulations on this prestigious award, Peter!

#### business.fau.edu/hospitality

BOCA RATON • DANIA BEACH • DAVIE • FORT LAUDERDALE • HARBOR BRANCH • JUPITER







Elana Friedman Chief Marketing Officer AKA

In her role with AKA, a leader in luxury hotel residences, Elana Friedman oversees all aspects of the brand's marketing strategy, including the development of integrated marketing programs, advertising campaigns, public relations, digital/social media, strategic brand partnerships, and e-commerce.

In her 10-plus years at AKA, Elana has played a key role creating global recognition and demand for the brand through innovative and forward-thinking marketing concepts and meticulous execution. She has been recognized for building strong teams, identifying brand-right business collaborations, and approaching challenges with a cross-functional mindset.

Prior to AKA, Elana spent 15 years at an award-winning NYCbased marketing agency developing successful marketing campaigns for world-class, luxury brands.



Bettina Garibaldi Senior Vice President, Managing Director

Ketchum - Travel, Hospitality and Leisure

Bettina Garibaldi brings years of experience leading integrated marketing communications campaigns. She is an expert at building and elevating destinations, travel and hospitality brands through media relations, thought leadership, consumer engagement, and strategic partnerships and events.

Bettina has a bachelor's degree in business administration from Baruch College/CUNY and a master's from NYU in corporate communications. She has received 40+ best-in-class awards for campaigns she's spearheaded — including Ketchum's most awarded PR-led campaign for one of her destination clients. Bettina is also a PRWeek 40 Under 40 2020 recipient, the most notable recognition within the public relations industry. Bettina is originally from Argentina and is fluent in Spanish. Her motto is: collect special moments, not things.



**Griff Garwood** Senior Director, Global Media *Marriott International* 

Since joining Marriott in 2011, Griff Garwood has led a team of marketers at the company's headquarters to create and implement innovative media initiatives that generate room revenue for Marriott's more than 7,000 hotels worldwide.

In Griff's current role, he manages several of Marriott's largest media partnerships while also evaluating new advertising opportunities. With a focus on performance media, Griff's marketing efforts drive bookings for hotels across Marriott's portfolio of 30 brands, including JW Marriott, Residence Inn, Courtyard, Fairfield, Westin, and Sheraton.

Since Griff joined the company, his team has expanded Marriott's highly effective paid search, metasearch, and affiliate media programs to benefit hotels around the world. His team optimizes performance media to reach in-market travel consumers and increase hotel revenue.

Griff holds an M.B.A from the University of Maryland.

## LET'S <u>CELEBRATE</u>

# TODDC. ARVISO

for being named one of HSMAI's Top 25 Extraordinary Minds in Sales, Marketing and Revenue Optimization for 2020

## THANK YOU FOR YOUR EXTRAORDINARY LEADERSHIP!



Hilton

VALDORF ASTORIA

E

MBASSY

toria L X R

темро

CONRAD

MOIIO

**Hilton** 

canopy

Signia Hilton Hilton Hilton

HOMEWOOD

TAPESTRY COLLECTION

HOME Corand

(1) Hilton Grand Vacations

© 2021 Hilton.







Stephanie Glanzer, CMP Chief Sales Officer and

Senior Vice President MGM Resorts International

Stephanie Glanzer oversees the MGM's group sales and operations efforts, including overall group sales strategy, industry relations, global sales, new developments, and property operations. Stephanie was previously the vice president of sales strategy and operations for MGM Resorts International.

Stephanie began her career with MGM Resorts International in 1998 at The Mirage in Leisure Sales. Her success in that position led her to management positions in sales at The Mirage and Bellagio, Mandalay Bay, and Delano. She also was the vice president of sales and marketing at ARIA Resort & Casino and Vdara Hotel & Spa where she played an instrumental role in the planning, development and creation of ARIA.

Stephanie earned degrees in Organizational Business as well as Sales and Marketing from Southern Methodist University in Dallas, TX. In her time away from work, she enjoys travel, live music, cooking and spending time with her family.



Michael J. Goldrich, CHDM Global Head of Digital Marketing Club Quarters

Michael J. Goldrich's strategy for optimizing marketing can be summed up in a single word: connection. Developing creative, compelling campaigns; staying attuned to customers' changing needs; refining the brand experience – all tactics Michael has perfected over the two decades he has spent leading digital marketing teams for multimillion-dollar brands.

Prior to his role at Club Quarters, Michael helped transform e-commerce and digital marketing capabilities for Starwood, Wyndham, Accenture, and Monster Worldwide. He shares his expertise with nonprofit organization leaders as a longtime volunteer with the Taproot Foundation and chairs HSMAI's Marketing Advisory Board's tactical workgroup.

Michael holds a B.A. in literature from the University of Michigan, an M.A. in business communications from Northwestern University, and a certificate in digital marketing from Northwestern's Kellogg School of Management. He is a Six Sigma Greenbelt, Scrum Master, certified PMI Project Manager, and earned his Certified Hospitality Digital Marketing (CHDM) credential.



Eliot Hamlisch EVP, Loyalty and Revenue Optimization Wyndham Hotels and Resorts

Eliot Hamlisch is responsible for maximizing revenue generating opportunities across Wyndham's diverse portfolio of 20 iconic brands, with oversight for the company's customer engagement, loyalty, credit card, partnerships, distribution, and revenue management functions.

Prior to his current position, Hamlisch led Wyndham's Global Sales organization. He joined the company in 2016 as vice president of sales innovation after serving in senior sales, strategy, and business development roles with Starwood Hotels & Resorts, Deloitte Consulting, and American Express Company.

Hamlisch graduated magna cum laude from Harvard University and received his MBA from Harvard Business School. He currently sits on the advisory Board of Cornell University's Center for Hospitality Research and Harvard University's Harvard College Schools Committee and is a founding member of HSMAI's Chief Loyalty Officer Executive Roundtable.

# re/invent what's possible

Think outside the guest room, light up your commercial strategy, and work smarter—not harder with automated, data-driven decisions you can count on, anytime, anywhere.



#### Subscribe to the **future.** Get started **today.**

Discover greater profitability at ideas.com.







Rhett Hirko, CRME Global Vice President, Revenue Optimization Preferred Hotels and Resorts

Rhett Hirko is responsible for supporting revenue activities across all Preferred Hotels & Resorts member hotels across the globe and working with Sabre to support reservation and distribution needs for member hotels globally.

Rhett has practiced revenue management for more than 25 years, including the past six at Preferred. Previously, Rett designed and implemented the single-image inventory reservations process for Hyatt Hotels Corporation in North America and oversaw revenue management in a regional capacity for seven years. For the next 14 years, he designed the CRS-RM interface and the RM training program and directed the RM process at Hyatt International. He then was transferred to Zurich to head revenue management for Hyatt hotels in Europe, Africa, the Middle East and Southwest Asia.

Rhett majored in hotel & restaurant management at Michigan State University. He also holds the CRME designation. He lives in Southern California wine country with his spouse and two dogs.



Sara Joseph Senior Vice President, Head of Travel and Lifestyle *BerlinRosen* 

Sara Joseph is a former TV producer-turned-public relations powerhouse who heads up BerlinRosen's Travel & Lifestyle practice. Sara led the team that launched TWA Hotel and looks after Singapore Airlines, Waldorf Astoria New York, Wythe Hotel, Boston Seaport, RVshare, Summit One Vanderbilt, Silverstein Properties, and more.

A few of her strategic endeavors have included Harley-Davidson, IHG, Marriott International, Omni Hotels, Fontainebleau Miami Beach, The Setai Miami Beach, Club Med, Celebrity Cruises, and Greater Miami and the Beaches.

Sara was named to PR News' "Top Women in PR" list last year and is honored to be one of HSMAI's Top 25 Minds this year.



Nicole Lierheimer Vice President, PR and Communications Accor

In her role with Accor, Nicole is responsible for overseeing public relations and communications strategy for North & Central America (NCA), with oversight of more than 100 hotels in nine countries. She leads the NCA public relations team and agencies in driving earned media programs and events, press outreach and engagement, thought leadership and executive profiling, strategic messaging, creative content and storytelling, new development and opening communications, and crisis management.

Nicole's team is also responsible for managing the North American media market for Accor Global, driving press coverage of corporate announcements and news from Accor's 40+ brands, including Fairmont, Raffles, Sofitel, SO/, MGallery, Swissôtel, Novotel and more. She additionally advises on both internal and owner communications for the North & Central America hub, and serves on Accor NCA's Food & Beverage Council and Diversity & Inclusion Committee.

#### HSMAI TOP 25 EXTRAORDINARY MIND IN HOSPITALITY SALES, MARKETING, AND REVENUE OPTIMIZATION



#### CONGRATULATIONS FROM YOUR MDS COLLEAGUES!



SENIOR DIRECTOR, MARRIOTT DIGITAL SERVICES (MDS) STUDIO, MARRIOTT INTERNATIONAL









Gissell Moronta, CMP Vice President, Sales and Marketing Atrium Hospitality

Gissell kicked off her hospitality career in sales as a convention service manager, with her career path progressing in hotels through catering and group sales, as director of sales & marketing, and in customer contact centers.

She created the first centralized inbound RFP team for Starwood Hotels, which she took from pilot stage to a multimillion-dollar inbound operation. She served in multiple roles leading to Adrian Award-winning performances over two decades. For the past five years, Gissell has been with Atrium Hospitality, where she is responsible for the direct sales performance of a portfolio of hotels including Hilton, Marriott, and IHG brands.

Gissell holds a bachelor's degree in hotel business administration from Pontificia Universidad Católica Madre y Maestra (PUCMM) in the Dominican Republic and a master's degree from Harvard University. She is also a Certified Meeting Professional (CMP). Gissell serves on HSMAI's Sales Advisory Board and leads the diversity and inclusion resource group at Atrium Hospitality.



Staci Olney Vice President, National Sales Red Roof Inns, Inc.

Staci Olney is responsible for helping Red Roof achieve its revenue goals by leading the national sales team and deploying their objectives that support the brand's 650+ hotels.

Staci's responsibilities include strategic planning of all vertical markets, building and maintaining relationships with the franchise community, developing tools and processes that support direct sales and customer engagement, including continuous improvements to the commercial Volume Plan Plus® program, and maintaining relationships with top customers.

Staci gained nine years of operations experience at independent hotels in the leisure segment prior to joining Accor Hotels in 1998.

Upon Westmont Hospitality Group's acquisition of Red Roof in 2007, Staci was promoted to director of national sales, then to her current role in 2017.

Staci is a member of HSMAI, Ohio Valley BTA and Global Business Travel Association.



Senior Director, MDS Studio Marriott International

Shawn Paley has been with Marriott International for more than 23 years. He began his career in sales and marketing working with travel agency programs, then transitioned to e-commerce and OTA sales. Most recently, he spent the last 11 years helping to transform Marriott's hotel-level digital experiences.

In his current role, Shawn partners with thousands of hotels, franchise partners and vendors to develop meaningful digital products for properties around the world. Under his leadership, MDS Studio manages more than 6,800 digital products, ranging from basic landing pages to customized hotel experience sites.

Shawn is well known and respected within the hospitality industry, having served as chair of Marriott's Digital Franchise Committee and vice-chair for HSMAI's Digital Marketing Council.











**MM GY** Intelligence





₩ NJF







Eve Paré President and CEO AHGM

Eve Paré, trained in economics (M. Sc. UQAM) and international administration (DESS ENAP), began her career in the early 2000s as an economist, where she participated in negotiations of the renewal of the collective agreement in the residential construction sector. She worked with the Dairy Farmers of Canada (2004-2007) and the Quebec Hog Producers (2007-2013) where she played a central role in reconciliation between producers and slaughterhouses, and in the repositioning of Québec Pork as a more sustainable production.

In 2013, Eve joined the Greater Montreal Hotels Association (AHGM) as president and CEO. Her mandate was to position the association as a credible and unavoidable interlocutor for all stakes related to the hotel business. To do so, she developed a broad network of contacts and was involved on various boards such as Tourism Montréal, Montréal en Lumière, the Olympic Park, and the Institut de tourisme et d'hôtellerie du Québec.



#### Peter Ricci, CHA, CHSE, CRME, EDD, CHBA Director, Hospitality and Tourism

Management Program Florida Atlantic University (FAU)

Dr. Peter Ricci is a clinical associate professor and the director of the Hospitality and Tourism Management program at Florida Atlantic University (FAU), one of the top-ranked programs globally.

Peter has published over 30 peer-reviewed tourism journals as well The Little Book of Big Cases for the Hospitality Manager. He has earned many top certifications within the industry including CHA, CHSE, CRME, CHIA, CHRM, HIFIA, and CHBA.

Peter is a two-time graduate of the University of Florida with a BA in sociology and a MSRS. Peter is a University of Florida

distinguished alumnus. He completed his doctorate (EdD) in 2005 through the University of Central Florida.

Peter started in the industry at the age of 14. His 41-year hospitality career spans F&B, incentive travel, destination marketing, hotel leadership, and tourism education. His proudest accomplishment is the **HSMAI South Florida Dr. Peter Ricci Scholarship**, which has raised over \$20,000 since its inception.



Anne Sayers Acting Secretary Wisconsin Department of Tourism

Anne Sayers is an experienced organizational administrator and marketing professional who has served in leadership roles with a variety of nonprofit organizations at the state, national, and international levels for more than two decades. She has authored an award-winning annual report, managed a million-dollar social media campaign, been a national spokesperson for the Great Lakes, and even helped design a "muppet" with The Jim Henson Company.

As acting secretary, and for the preceding two years as deputy secretary, Sayers led the effort to create the Office of Outdoor Recreation, spearheaded an industry-engaged strategic plan, reoriented advisory committees, and restructured operational processes to build the department's capacity.

Sayers holds degrees in international relations, geography, and environmental studies from the University of Wisconsin – Madison. She sits on the boards of directors for Taliesin Preservation, UW-Madison's Nelson Institute, and Wisconsin State Fair Park. She and her family live in Cross Plains.





## CONGRATULATIONS STEPHANIE GLANZER



#### 2020 CLASS OF TOP 25 EXTRAORDINARY MINDS











David Warman Principal Red House Strategy

David Warman is an experienced hospitality executive, having held senior leadership roles in marketing, revenue optimization, and insights at some of the world's largest and most prestigious brands, including Four Seasons. IHG, and Hilton.

At Red House Strategy, a boutique strategy and revenue optimization consulting organization, David brings an innovative approach and a wide breadth of global experience leading teams across multiple disciplines, enabling improved customer experience, unlocking new revenues, increasing profitability, and building strong team member engagement.



#### **Cesar Wurm**

Vice President, Commercial and Revenue Management, CMH IHG

Cesar Wurm provides strategic direction, oversight, and leadership across all commercial and revenue management aspects of company-managed hotels at IHG. He has an extensive background in sales and marketing across brand segments and business models. Cesar has led high-stakes commercial efforts for Starwood, IHG, Trust Hospitality, and most recently, Hotel Equities.

Cesar graduated from Washington State University and Cesar Ritz College in Brig, Switzerland (B.A. and a Swiss Higher Diploma under an accelerated program). He currently serves on the Customer Experience Executive Program Advisory Council at the George Washington University School of Business.

Outside of work, Cesar can be found spending as much time as possible with his wife Laura and daughter Gabby. He is also a big Formula One racing fan.

#### Thank you to our Top 25 Extraordinary Minds Program Partner - IDeaS Revenue Solutions

**IDECS** 

PLEASE JOIN US IN CONGRATULATING ELANA FRIEDMAN, AKA'S CHIEF MARKETING OFFICER, ON HER WELL-DESERVED HSMAI TOP 25 EXTRAORDINARY MINDS 2020 RECOGNITION





STAYAKA.COM





## Red Roof would like to congratulate

Vice President of National Sales **Staci Olney** on being named amongst HSMAI's Top 25 Extraordinary Minds.







THE Red COLLECTION



## Add HSMAI Certification To Your Professional Profile



Created by hoteliers for hoteliers, the Certified Hospitality Digital Marketer, CHDM, recognizes digital marketing professionals for their expertise in leveraging digital channels to maximize online revenues. CHDMs are the digital marketing experts hotels need today.

#### In-depth study guide included:

Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape





The Certified Revenue Management Executive certification offers you the chance to confirm your knowledge, experience, and capabilities in the field of revenue optimization.

#### Prepare with the exclusive guide:

Evolving Dynamics: From Revenue Management to Revenue Strategy





HSMAI and the Russell Partnership Technology announce a new option for the CHBA Business Acumen course and certification: the Individual CHBA, which will allow professionals to proceed through the course at their own pace without an instructor, while still benefitting from the experience of using the hotel simulation. Five-week instructor lead group course also available.

Visit hsmaicertifications.org to Certify Your Experience





### WYNDHAM

**HOTELS & RESORTS** 

## Congratulations to all our 2020 Adrian Award winners.

Eliot Hamlisch Named one of the HSMAI Americas Top 25 Extraordinary Minds of 2020

#### **Adrian Award Gold Winners**

Wyndham Hotels & Resorts Everyday Heroes

Crisis Communications & Management

Wyndham Rewards Crisis Response Strategies Crisis Communications/Management

Wyndham Hotels & Resorts' New Mobile App Digital Marketing Innovation

Super 8 ROOM8 Public Relations: New Opening/Launch

#### **Adrian Award Silver Winners**

HoJo Sweet Escape Public Relations: Special Event

**Together We Are Resilient** Integrated Marketing Campaign

#### Adrian Award Bronze Winners

Wyndham Championship Fore! Good Corporate Social Responsibility

Wyndham Rewards Earner Card Launch Integrated Marketing Campaign

**Travelodge by Wyndham: Adventure Responsibly** *Public Relations - Marketing Program* 

**Wyndham Rewards: Win Now, Travel Later Contest** *Digital Marketing Contest/Sweepstakes* 

**HoJo Sweet Escape** *Public Relations: Re-launch of existing product* 





# Can't wait to see you!



Marketing Strategy Conference September 28th, 2021 Dallas, Texas



Revenue Optimization Conference September 29th, 2021 Dallas, Texas



Sales Leader Forum October 26, 2021 Charlotte, North Carolina

