



HSMAI SPECIAL REPORT

2021 Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization

**Lessons in Leadership,
Creativity, and Innovation**

CONTENTS

03 Introduction

04 Top 25 Extraordinary Minds

- 04** Jamieson Asselta
- 05** Kevin Barosso
- 06** Mercedes Blanco
- 07** Victoria Cimino
- 08** Alex Cisneros
- 09** Heidi Cosio
- 10** Jessica Davidson
- 11** Nina Garrison
- 12** Michelle Gilman Jasen
- 13** George Horaitis
- 14** Liz Jaquez
- 15** Lori Kiel
- 16** Flo Lugli
- 17** Michael Mason
- 18** Kelly McGuire
- 19** Karen McWilliams
- 20** Mary Monroe Brown
- 21** Alexa Montgomery Krnjaic
- 22** Kim Moore
- 23** Jeremy Murray
- 24** Stephanie Ochs
- 25** Andres Orta
- 26** Katarina Stanisic
- 27** Monty White
- 28** Paula Zeller

30 HSMIAI Organizational Members



By Robert A. Gilbert, CHME, CHBA
*President and CEO, Hospitality Sales & Marketing
Association International (HSMAI)*

HSMAI's Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization program recognizes leaders in sales, marketing, and revenue optimization from hospitality, travel, and tourism organizations for their accomplishments in the preceding year. This special report profiles each individual in this distinguished list of hospitality superstars, selected by a panel of senior industry executives based on their recent work. These professionals have demonstrated creativity and innovation, cutting-edge sales and marketing campaigns, and efforts that resulted in dramatic gains — all during these challenging times of recovery. Their work ethic, drive, and leadership can be used as inspiration for us all as we navigate the ever-changing hospitality landscape.



ABOUT HSMAI

Hospitality Sales & Marketing Association International (HSMAI) is the hospitality industry's leading advocate for intelligent, sustainable hotel revenue growth. HSMAI provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMAI's Revenue Optimization Conference, Marketing Strategy Conference, Sales Leader Forum, and Adrian Awards. HSMAI offers organizational and individual membership, with more than 7,000 members in four global regions — the Americas, Asia Pacific, Europe, and the Middle East. — hsmi.org



JAMIESON ASSELTA

Director, Global
Enterprise Sales

IDeaS Revenue Solutions

Jamieson Asselta is a senior hospitality industry leader with more than 20 years of experience in both sales and revenue management leadership. He has been with IDeaS for six years and leads IDeaS' Global Enterprise Sales strategy with expertise and passion, enabling large organizations to take their profitability across the enterprise. Prior to joining IDeaS, Jamieson held various sales and marketing leadership responsibilities with Marriott, Omni, and Destination Hotels in New York City, Boston, Orlando, and Washington, D.C. Jamieson has served on the Americas HSMIA Sales Advisory Board and New York HSMIA Chapter and enjoys speaking regularly at industry events and at several hotel schools, including NYU and Johnson & Wales.

KEY ACCOMPLISHMENT:

In 2020, Jamieson completed the largest sale of his career and one of the four largest sales in the 33-year history of IDeaS. At the end of the client's implementation timeline, IDeaS will have grown the number of hotels using and IDeaS technology by 25% (or about 5,000 hotels). The results of Jamieson's leadership created a significant expansion for IDeaS' client base.

WHAT INSPIRED THIS NOMINATION?

"Jamieson is an exceptional friend and colleague. He deserves to be recognized by his industry peers."

Q&A WITH JAMIESON ASSELTA

What has kept you motivated over the past year?

I've always been fueled by a desire to solve client problems. That has been amplified during this pandemic period. This led to a greater excitement to problem-solve and deliver for current and prospective clients.

What has been a silver lining for you in your professional life over the past year?

The strength of long relationships within the industry continued to remind me how critical the time we invest into others is. It lays the foundation for what everything is built upon. This could not have been more evident over the past year.



**KEVIN
BAROSSO**

Director of Sales

Mohegan Sun

Kevin Barosso joined Mohegan Sun as the director of convention sales in March 2018. In his current role, he directs a team of six sales professionals who provide unique meeting experiences to their meeting and convention clients. Prior to joining Mohegan Sun, Kevin has held sales leadership positions at The Inverness Hotel, Terranea Resort and the national sales team for Destination Hotels. He also served as vice president of global group sales for Two Roads Hospitality, the parent company for Destination Hotels, Alila Hotels and Resorts, Joie de Vivre Hotels, Thompson Hotels, and tommie hotels. He holds a bachelor's degree in restaurant hotel management from Keuka College and a certificate of completion in kitchen production management from Swiss Hotel Management School "Les Roches." He calls Connecticut home but is a modern nomad and has traveled to all seven continents.

KEY ACCOMPLISHMENT:

During the pandemic, Kevin handled almost every cancellation and rebooking situation, rebooking 63% of business, which represented recovering \$9.3 million.

WHAT INSPIRED THIS NOMINATION?

"The Mohegan Sun leadership team was amazed and humbled by Kevin's work ethic, professional acumen, and focus on creating 'win-win' outcomes for both Mohegan Sun and its group/convention/expo customers. The positive relationships we have today is due to how Kevin handled this unprecedented time in our industry."

Q&A WITH KEVIN BAROSSO

What has kept you motivated over the past year?

Through adversity, we always discover new opportunities. You never know when that next opportunity to make an impact and contribute will present itself.

What has been a silver lining for you in your professional life over the past year?

I have been fortunate to work alongside some incredibly creative and dedicated individuals at Mohegan Sun. Contributing to an environment that encourages taking the initiative has been rewarding.



MERCEDES BLANCO

Vice President, Strategic
Partnerships

The Hotels Network

Mercedes Blanco, CMP, CIS, CHDM, has over 15 years of experience in travel and hospitality, defining strategies and leading international sales and marketing teams, building on her experience working for brands such as BCV a Rategain Company, Maritim Hotels, Value Retail, Microsoft, and AC Hotels by Marriott. Originally from Spain, Mercedes relocated to Miami in 2014 to bring her international business acumen to the U.S. travel industry. With two bachelor's degrees, two master's degrees and professional education from IE Business School and Harvard University under her belt, she brings a high level of intellect and industry experience to her role at The Hotels Network. Additionally, as one of the founding members of Women in Travel Thrive, Mercedes is actively shaping a brighter future for women in the travel industry.

KEY ACCOMPLISHMENT:

In 2021, Mercedes completely redesigned BCV's team structure, setting the organization up for one of the strongest years in its recent history.

WHAT INSPIRED THIS NOMINATION?

"I had the good fortune of working with Mercedes for over four years, and I spent a lot of that time in awe of her drive, business acumen, and quick ability to problem solve. I have learned a lot from her about how to be a better sales professional and how to lead."

Q&A WITH MERCEDES BLANCO

What has kept you motivated over the past year?

Building a new team after COVID, making sure I was coaching them and helping them to be successful in a remote work environment. At the same time, I knew I had to think about my own career aspirations, even if that meant leaving my new team, so I decided to join The Hotels Network because I wanted to learn, grow, and challenge myself in different ways. During COVID, we have all experienced adjustments and discovery, and I went through several life-changing situations that always brought me back to the joy this industry offers me.

What has been a silver lining for you in your professional life over the past year?

Business is no longer just business, it is personal. COVID made business relationships more meaningful. I have always treated my teams, prospects, clients, and partners with the same care, respect, and transparency because that is who I am. I discovered that I need to be true to myself and build business relationships on professional trust; quality is what matters.



**VICTORIA
CIMINO**

Chief Executive Officer

Visit Williamsburg

Victoria Cimino is executive director and CEO of Visit Williamsburg, the official destination marketing organization for Williamsburg, Yorktown, and Jamestown, Virginia. Serving in this role since 2019, she provides expertise, leadership, and vision in all marketing efforts, ensuring increased visitation and economic impact throughout the region. Under Victoria's direction, the destination has realized its highest hotel occupancy in more than a decade, expanded its market share, and produced award-winning advertising campaigns. Victoria has served on a variety of boards and committees, and currently sits on USTA's board of directors and Meetings Mean Business Coalition. With more than 20 years of hospitality and destination marketing experience, she previously held positions as director of the New Hampshire Division of Travel and Tourism Development and director of international marketing for the Massachusetts Office of Travel and Tourism.

KEY ACCOMPLISHMENT:

After Victoria took the helm of Visit Williamsburg in April 2019, the destination saw its highest hotel occupancy in more than a decade, and attractions are experiencing record ticket sales and attendance.

WHAT INSPIRED THIS NOMINATION?

"Victoria's knowledge, skills, and passion are key components in the elevation of this historic tourist destination. She is a true leader who has made tremendous contributions to the tourism industry, and this destination in particular, in the few short years since she took the helm."

Q&A WITH VICTORIA CIMINO

What has kept you motivated over the past year?

If Visit Williamsburg is successful, people have jobs, businesses thrive, and an entire community benefits. It's a tremendous responsibility. Destination marketing is more than selling hotel rooms and attraction tickets; it is the lifeblood of economies around the globe.

What has been a silver lining for you in your professional life over the past year?

I've consistently taken on roles with organizations that require some level of transformation. Leading shifts in culture, structure, process, etc., is rarely a popular position to be in. But overcoming the obstacles is where the real lessons are learned. It makes you a better person.



**ALEX
CISNEROS**

Senior Vice President,
Revenue Generation

Red Roof

Alex J. Cisneros joined Red Roof in December 2019 as SVP of revenue generation. He leads Red Roof’s revenue management and analytics teams, charged with helping grow the brand’s revenue and evolve its infrastructure to better support brand strategies. He has 23 years of experience, of which 15 have been in the hospitality industry. Alex received a bachelor’s degree in economics from Rutgers University and a master’s degree in management from Fairleigh Dickinson University. From May 2014 to November 2019, he was vice president of revenue generation at Wyndham Destinations in Parsippany, New Jersey, where he was responsible for the end-to-end revenue generation process, which included revenue management, marketing, analytics, customer experience, and distribution. Prior to joining Wyndham, he worked for AT&T, NJ TRANSIT, and Delta Services Group, where he gained extensive operations research, revenue management, and advanced analytical experience.

KEY ACCOMPLISHMENT:

Alex led Red Roof’s recovery efforts during the early days of the COVID-19 pandemic, helping build a path for stability just four months into the disruption, thanks to a data-driven strategy to identify new travel dynamics. He also built new revenue management and business intelligence systems to increase Red Roof’s pricing flexibility.

WHAT INSPIRED THIS NOMINATION?

“Alex’s dedication and ingenuity are vital to Red Roof’s success. His creative and results-driven approach to identifying the changing dynamics of the Red Roof guest in the face of challenges posed throughout 2020 and 2021 not only helped the company put heads in beds, but it also served the needs of local communities across the country when they needed them most.”

Q&A WITH ALEX CISNEROS

What has kept you motivated over the past year?

My motivations over the past year center around three key drivers: my determination to achieve great results for Red Roof and its franchisees, my desire to make things happen for people — both colleagues and team members at work, as well as my family — and my commitment to making a positive impact.

What has been a silver lining for you in your professional life over the past year?

While the past year presented challenges, it also presented opportunities. I look at these opportunities to continually improve, learn, and adapt to a new world as my silver lining.



HEIDI COSIO

Vice President, Revenue
Effectiveness

Aimbridge Hospitality

Heidi Cosio is the VP of revenue effectiveness for Aimbridge Hospitality with over 20 years of hotel experience in operations and revenue management. In her current role, she is focused on the growth and development of the revenue strategy department. Her passion is to guide the core values, vision, and long-term goals for revenue strategists, while enhancing a properly functioning revenue cycle process. During her career, she has been most honored for being the chairperson for the Aimbridge WLEAD program, spearheading the mentor network, and encouraging women to push themselves further in their careers. In her free time, Heidi enjoys spending time with her active family, traveling to new places, and walks with her dog.

KEY ACCOMPLISHMENT:

Heidi's strategies enabled Aimbridge to beat the market in RevPar share change during the pandemic. More recently, her efforts on mix and pricing really moved the needle.

WHAT INSPIRED THIS NOMINATION?

"Heidi is extremely smart, driven, and personable. She is the kind of leader who is an invaluable asset to both Aimbridge and the industry at large."

Q&A WITH HEIDI COSIO

What has kept you motivated over the past year?

Watching our revenue teams come together to develop new and creative ways to drive demand and then celebrating with them when we have even the smallest wins.

What has been a silver lining for you in your professional life over the past year?

I am blessed to work for a company that puts energy into their employees' development and career paths and has been able to continue to grow through two very tough years.



**JESSICA
DAVIDSON, CHDM**

Senior Vice President,
Digital & Brand
Marketing

Wyndham Hotels & Resorts

Jessica Davidson, CHDM, is a successful digital and brand marketing leader with a more than 20-year track record of building enriching customer experiences, evolving world-class brands, and growing revenue. She is best known for her strategic thought leadership, operational effectiveness, and aligning high-performing teams to drive results. In her current role, Jessica is responsible for developing a best-in-class digital and brand marketing strategy, and pushing the business forward through optimizing the digital and brand footprint, and launching new initiatives. Jessica is also a member of the HSMAI Foundation, HSMAI Marketing Advisory Board and the AHLA ForWard Advisory Committee. Prior to joining Wyndham, she spent almost 14 years at Victoria's Secret Direct, where she was a key digital leader for site redesigns, enhancements, and new brand and product launches. She has also served in a leadership capacity at Bed, Bath & Beyond, playing a pivotal role in their ecommerce content strategy.

KEY ACCOMPLISHMENT:

Amid the backdrop of the global pandemic, Jessica led the development and deployment of Wyndham's all-new, fully reimaged mobile app, which impacted the economy and midscale segments.

WHAT INSPIRED THIS NOMINATION?

"Jessica is a true leader in her field and an asset to our industry. Her ability to elevate the customer experience through seamless digital executions is matched only by her eye for talent and continued devotion toward the growth and betterment of her team."

Q&A WITH JESSICA DAVIDSON

What has kept you motivated over the past year?

Gratitude. After a year of quarantines, I am more appreciative of quality time with family, friends, and colleagues. Professionally, I have been motivated by the Wyndham Count on Me service culture that permeates our team members as well as our owners and guests. There is something incredibly motivating about delivering on your passions and strengths, while surrounding yourself with kind, smart and talented people who enjoy the work just as much as you do.

What has been a silver lining for you in your professional life over the past year?

I have enjoyed participating in organizations that fuel passion points. For instance, I am the co-leader of our Wyndham Affinity Business Group, ¡FUERTE!, which is focused on empowering Hispanic/Latine team members in their careers. I often describe these opportunities as 'food for the soul,' and it's been wonderful to engage with so many talented team members and industry peers focused on common imperatives. They stretch my thinking and inspire me.



**NINA
GARRISON**

Senior Brand Manager,
Global Brands

Hyatt Corporate

Nina Garrison, global senior brand manager at Hyatt Hotels Corporation, oversees Hyatt's Independent Collection Brands and Residential Portfolios. She works with various corporate and hotel partners to ensure her brands come to life in a consistent manner, builds the tools needed to help stakeholders deliver the brand experience, and drives brand awareness through global marketing efforts. Over the last year, her team repositioned Hyatt's three collection brands (The Unbound Collection by Hyatt, Destination by Hyatt, and JdV by Hyatt), creating unique differentiators to better define each portfolio. They also launched a global marketing plan that garnered over 4 billion impressions and \$6.25 million in hotel revenue. Nina says she is grateful to work with wonderful people who share her passion for travel and hospitality. "Every day feels like a collaboration in creative solutions that support our hotels and build strong brands. I'm so proud to see the impact of our hard work come to life around the world."

KEY ACCOMPLISHMENT:

Nina created a global go-to-market strategy for Hyatt's independent collections to generate awareness and, ultimately, drive revenue to hotels in 2021.

WHAT INSPIRED THIS NOMINATION?

"Nina was able to drive awareness to our brands, generate revenue for our hotels, and help increase our footprint from a business development standpoint. We doubled the size of our collection brands in 2021! She believes hospitality is more than a job — it's a way of life and something she's passionate about."

Q&A WITH NINA GARRISON

What has kept you motivated over the past year?

Travel keeps me motivated! My team and I have made a concerted effort to visit the amazing hotels we support and our regional partners around the world. It's a win/win — we get to know the properties and experiences we market, and we can provide individual in-person support to our teammates.

What has been a silver lining for you in your professional life over the past year?

The shift in the culture of work/life balance by working from home. We've survived the worst of the pandemic, business is returning to our industry, we are working longer hours and accomplishing more with smaller teams. Yet we have maintained remote work, which provides balance for our personal lives, too. This is a huge benefit that has allowed me to stay more involved with my family, while accomplishing my work goals.



**MICHELLE
GILMAN JASEN**

Vice President, Hotel Sales
& Marketing

Accor

Michelle Gilman Jasen gained experience in sales and marketing through progressive roles within legacy Fairmont Hotels & Resorts. When the company joined Accor, she was regional director of sales and marketing based at the flagship Fairmont San Francisco. Prior to her current role, Michelle was executive director of hotel sales and marketing at Accor North and Central America (NCA). In her current role, she works with the leadership in North and Central America to maximize performance and elevate guest experiences at the over 100 hotels and resorts throughout the region. Along with the existing portfolio, she has a focus on the integration and positioning of new brands and assets. Michelle is an active member of the community, serving on the executive committee of the San Francisco Ballet Auxiliary, as a member of the board of directors for Wender Weis Foundation, and as a board member for the Portola Valley Schools Foundation and JSHOFNC. Michelle is also honorary chair of Holiday Heroes and a YWCA Tribute to Women recipient for Silicon Valley.

KEY ACCOMPLISHMENT:

Michelle was integral in creating and executing her organization's first pandemic recovery-focused meetings campaign, leading to a 90% increase in lead volume.

WHAT INSPIRED THIS NOMINATION?

"Michelle is thoughtful and caring and will bend over backwards to find creative solutions to help take care of our team members. People value her opinion and trust her on a personal and professional level. Michelle has a way of bringing out the best in everyone around her."

Q&A WITH MICHELLE GILMAN JASEN

What has kept you motivated over the past year?

I have been motivated by the camaraderie, selflessness and cohesiveness within our company and the industry more broadly. The ways in which people gave of their time, talent and treasure for our colleagues, our brand, our customers and our owners has been heartwarming, tone-setting, and culturally invigorating.

What has been a silver lining for you in your professional life over the past year?

The opportunity to reimagine our business and activate an even more nimble commercial strategy. It provided an opportunity to further leverage innovative thinking and risk taking, while sharpening those skills to go forward.



GEORGE HORAITIS

Executive Director,
Reservations &
Distribution

Preferred Hotel Group

With more than 25 years of experience in hotel electronic distribution systems, George Horaitis serves as executive director of reservations and distribution for Preferred Hotel Group. Working in the areas of Central Reservation Systems and Global Distribution Systems management for nearly three decades has equipped George with unparalleled expertise in CRS and GDS functionality, allowing him to provide exemplary service and solutions for Preferred Hotel Group's multitude of brands. During his tenure at Preferred thus far, George has overseen the development and management of the company's in-house GDS team and has successfully provided leadership in large-scale CRS migration and GDS implementation projects. In 2021, he helped launch the "LE" chain code for the company's newest brand, Beyond Green, and is currently involved in the migration of more than 200 members of Historic Hotels of America and Historic Hotels Worldwide to a new branded booking engine.

KEY ACCOMPLISHMENT:

During a time of transition, George quickly and seamlessly organized and coordinated support to 25 hotels during the end of a calendar year, which traditionally is the busiest time for the department due to contract term and start dates. The success of the initiative drove over \$1 million in business.

WHAT INSPIRED THIS NOMINATION?

"George's passion and knowledge of distribution is unrivaled. He is willing to consider risky solutions and leaves no stone unturned for a successful outcome. He is the most ethical and forthright manager I have ever met."

Q&A WITH GEORGE HORAITIS

What has kept you motivated over the past year?

The gradual reopening of hotels and resorts and the continued lifting of travel restrictions in many countries around the world has kept me motivated. This trend has led me to continually work hard in providing excellent service to our member properties and customers and has challenged me to be more creative in how we manage our distribution channels more effectively.

What has been a silver lining for you in your professional life over the past year?

While we are seeing gradual improvement in bookings, our loyalty program is seeing exponential growth in both member enrollments and bookings. Following this trend closely, we continue to dedicate much of our time and resources to the program, and I am optimistic it will continue to grow and expand due to its rich offers and benefits.



**LIZ JAQUEZ,
CHDM, CRME**

Vice President of Revenue
Generation

Janko Hospitality

Liz Jaquez is an HSMIA Gold Adrian award-winning certified hospitality digital marketer and revenue management executive. She began her career on-property at Hyatt Regency in various sales and operations management positions. While progressing in operations, she took on additional marketing duties as available while earning her master's degree, eventually driving digital marketing to a new, full-time on-property position producing over a quarter of a million dollars in new revenue in a three-year period, not including agency paid media returns. Liz then made the transition to the franchise world joining White Lodging Services to oversee digital strategy for what was eventually a more than \$6 million market budget for 24 urban lifestyle hotels, 16 restaurants, and six rooftop bars in the Austin, Chicago, and Louisville markets. In summer 2020, Liz served as Janko Hospitality's corporate director of marketing and digital strategy and the following year, she was promoted to VP of revenue generation, overseeing all sales, revenue management, and marketing/digital disciplines for the organization. In 2021, over half of the hotels in the Janko Hospitality portfolio outperformed 2019 in total top-line revenue.

KEY ACCOMPLISHMENT:

In May 2021, Liz took over as her organization's commercial leader where, absent a CEO, the portfolio was set to finish 2021 rooms revenue at 86% of the organization's pre-pandemic 2019 performance.

WHAT INSPIRED THIS NOMINATION?

"Liz changed the way our property leaders think about marketing and digital. Instead of an expense on their P&L, they are viewing marketing as an investment with an ROI."

Q&A WITH LIZ JAQUEZ

What has kept you motivated over the past year?

Janko Hospitality took a risk bringing me on to the corporate team during the height of the pandemic. Knowing that there were no more expenses to cut and that leisure would return before group, they realized their only way out was through top line. The gamble they took on me kept me motivated every day to show my value, generate as much revenue as possible, and most importantly, keep our people working!

What has been a silver lining for you in your professional life over the past year?

One silver lining has been workplace flexibility for parents — not only remote options but schedule autonomy to get work done in a way that works best for your family. As a working mother, this has been invaluable.



**LORI
KIEL, CHDM**
Chief Commercial Officer
Kessler Collection

Lori Kiel is responsible for the top-line strategy for revenue, sales, and marketing for all Kessler Collection hotels and outlets. She has an extensive background in revenue management, sales, and hotel operations in branded and independent hotels. Lori's revenue management experience has spanned over the last 30 years of her career, starting out in reservations, and as the discipline evolved, Lori held a dual role leading revenue management in all her subsequent roles. In addition, her experience spans numerous brands and chain scales in the industry, including IHG, Omni, Hilton, Wyndham, Marriott, Preferred, and Independent Hotels. Lori has a passion for analyzing economic trends and leading a team of sales and revenue professionals to execute strategy to attain the company's goals. She has a proven track record of increasing RevPAR and index throughout her career, which has resulted in top-line revenues that exceed budgeted expectations. Lori has also earned certification through AHLEA as a Certified Rooms Division Executive and through HSMIA as a Certified Hotel Digital Marketer.

KEY ACCOMPLISHMENT:

Under Lori's leadership, in 2021, Kessler not only grew over 2020, but exceeded 2019 room revenues for same-store hotels.

WHAT INSPIRED THIS NOMINATION?

"Lori never stops moving forward or lets anything hinder her efforts. Whether she is blocked by changes in policy, politics, or the pandemic, she doesn't let it stop the momentum or get her down and, instead, finds another way around, somehow maintaining motivation not just for herself but for her entire team."

Q&A WITH LORI KIEL

What has kept you motivated over the past year?

My team and my love and passion for this industry. To have the honor of working with the team I get to call "mine" is truly a privilege. Additionally, I am fortunate to have an amazing group of industry colleagues spanning over numerous hospitality companies that I call friends. It is true what they say: When you do what you love, you never work a day in your life.

What has been a silver lining for you in your professional life over the past year?

The silver lining is seeing the fruits of our labor — years of strategy, years of aligning our teams to think as one team and not three silos of sales, revenue, and marketing — finally pay off in a record-breaking year for our company. It's also rewarding being part of HSMIA, providing me a seat at the table that is allowing us to make changes to the industry I love!



**FLO
LUGLI**
CEO

Navesink Advisory Group

Flo Lugli is the founder and principal of Navesink Advisory Group, LLC, which provides strategic advisory services in the travel, hospitality, and related technologies industries. A member of the International Society of Hospitality Consultants, Flo has also been recognized as one of the most influential women in hospitality technology by Hospitality Financial and Technology Professionals (HFTP), as one of the “Most Powerful Women” in travel for seven years by Travel Agent Magazine, and among the top 75 hotel executives and top 10 technology experts by Lodging Magazine. She has also received the Hotel Electronic Distribution Network Association (HEDNA) Award of Excellence and was non-executive chairman of Global Hotel Alliance. She is a mentor for the NYU Tisch Center of Hospitality Innovation Hub Incubator program and serves as an advisor to various organizations. In addition, Flo serves on the advisory council of MMGY Global and the ExpediaQ Forum, and as a board member for HSMIAI Americans and Joe’s House, which helps cancer patients and their families find lodging near treatment centers.

KEY ACCOMPLISHMENT:

Flo has been instrumental in renegotiating agreements with OTAs for large brands and has succeeded in significant upside for her clients.

WHAT INSPIRED THIS NOMINATION?

“Flo is a mentor, always providing advice or insight on a problem, personal or professional. Personally, she has connected me to many people who have furthered my career. I would not be where I am without her influence.”

Q&A WITH FLO LUGLI

What has kept you motivated over the past year?

Knowing how resilient the industry is and seeing how so many came together to help each other during difficult times made me want to step up even more and do my part to help drive toward recovery. Whether that was advising clients, working with different organizations, or being a sounding board for colleagues, I wanted to be able to say I bettered someone else’s journey.

What has been a silver lining for you in your professional life over the past year?

Without a doubt, the relationships and friendships I’ve been able to build over the past 30 years have been an inspiration during some difficult times. Knowing there are people I can call on in a moment’s notice for advice, input, and insights shows how blessed I have been in my career.



**MICHAEL
MASON**

Chief Creative Officer

Ideas Collide

Michael has focused his diverse career of over 25 years — 15 of which are in the hospitality industry — developing creative campaigns and communications. He has solved brand challenges with campaigns building upon the human spirit during the Great Recession and now in the global pandemic. In 2005, he helped launch the marketing firm Ideas Collide in Phoenix, Arizona, and serves as an agency partner and chief creative officer. Michael has been the principal creative director on the Best Western Hotels + Resorts account since 2014. With an MBA from the University of Utah, he has been a leader in a broad range of communications fields, including advertising, marketing, training and development, and internal communications across hospitality, health care, and high-tech. His passion is finding creative, unique, insightful, and impactful solutions to business challenges.

KEY ACCOMPLISHMENT:

Amid tight COVID-19 protocols, Michael delivered a new campaign and 100 hours of imagery and brand messages that were shot over six days to deliver a new image and brand message for Best Western.

WHAT INSPIRED THIS NOMINATION?

"Mike is a servant leader who works tirelessly behind the scenes, always delivers as promised and has been working at this commitment level for over 24 years, specifically for Best Western for 15 years. He built campaigns and programs during the Great Recession for the brand and stepped up again to do it during the pandemic."

Q&A WITH MICHAEL MASON

What has kept you motivated over the past year?

Working with amazing and inspiring individuals, both from the Ideas Collide teams and our clients, and digging deep to find even more creative ways to address challenges and solve problems. Also, being able to rely on trusted team members for support and, in turn, being a trusted support for team members, clients, colleagues, and friends.

What has been a silver lining for you in your professional life over the past year?

Having the opportunity to rethink 'the work' and experiment with new ways of doing things. [I enjoy] discovering the opportunities that are wrapped inside each challenge.



**KELLY
MCGUIRE**

Managing Principal,
Hospitality

ZS Associates

Dr. Kelly McGuire is managing principal, hospitality, at ZS Associates, where she is responsible for helping global hospitality clients improve their commercial strategy and operations, and to find impactful uses for data science, artificial intelligence and machine learning to support their commercial strategy. She recently served as senior vice president, revenue management, distribution and direct marketing for MGM Resorts International, and prior to that was vice president of advanced analytics at Wyndham Destination Networks where she led a team of scientists and developers who built custom analytical solutions for Wyndham's vacation rental business, as well as the RCI exchange. Before joining Wyndham, she was executive director, hospitality and travel global practice at SAS, where she specialized in analytics solutions for hospitality and travel companies. Kelly is passionate about helping hospitality and gaming businesses infuse science into the art of hospitality with big data and analytics through strategic investments in technology, talent, and business process redesign. She is the author of "Hotel Pricing in a Social World" and "The Analytic Hospitality Executive."

KEY ACCOMPLISHMENT:

Through her role with ZS Associates, speaking engagements, various industry publications, and engagement with emerging talent in hospitality management programs, Kelly inspires passion for the revenue management discipline.

WHAT INSPIRED THIS NOMINATION?

"Kelly is relentless in her advocacy for RM and data analytics both within the United States and on the larger global stage. Through her thought leadership, she helps advance revenue management and push the boundaries in terms of the reach and depth of the discipline."

Q&A WITH KELLY MCGUIRE

What has kept you motivated over the past year?

First is my passion for this industry. After watching so many struggle through the worst days of the pandemic, yet work so hard to serve their teams and guests, I felt so much pride in this industry, and it created a strong desire to do what I could to assist in the recovery. Secondly, my team has kept me motivated. I am fortunate to be surrounded by so many smart, humble, hardworking team members who are doing what they can to help our clients survive and thrive through difficult times.

What has been a silver lining for you in your professional life over the past year?

It's been the industry's innovation in the face of some of the most extreme challenges we've ever been through. There has been so much creativity, boundary pushing, and learning that has happened, and momentum hasn't slowed as things have recovered. If we keep this agility, willingness to experiment, and curiosity, the industry will be well-positioned to thrive in the years to come!



**KAREN
MCWILLIAMS,
CRME**

Vice President of
Revenue Strategy

*Concord Hospitality
Enterprises*

Karen McWilliams joined Concord in May 2009, launching a revenue optimization department that now leads every Concord asset spanning more than 145 hotels and 26 flags. She has over 30 years' experience in the hospitality industry, specializing in strategy creation and execution, as well as developing team members on the key components of revenue management processes and fundamentals. Karen has been instrumental in steering the convergence of digital marketing and sales to connect into pricing and segment models unique to each hotel class. A point of differentiation lies with her ability to implement educational opportunities that allows for strategy engagement at every level from novice to expert. Karen has pioneered dynamic performance models that focus on driving market share in all business climates, while infusing tested revenue principles that emphasize critical thinking and analysis. She is an active member of HSMAI and enjoys guest lecture opportunities for students in hospitality programs of all levels.

KEY ACCOMPLISHMENT:

Under Karen's leadership, her team created a highly strategic analyst deck of reports and trends that guided them to a highly proactive tactical revenue team.

WHAT INSPIRED THIS NOMINATION?

"Karen is a high performer who drives continuous improvement, even through the most challenging of times. She is a well-rounded leader in our organization and her contributions are highly valued by leadership, ownership, and the field."

Q&A WITH KAREN MCWILLIAMS

What has kept you motivated over the past year?

Being able to nurture our teams with constant motivation and inspiration helped to show that we have been in this new season together. It was so easy for associates to feel alone or be in a state of fear watching what was happening to our industry. But focusing on mental health, new ways to approach the discipline of revenue optimization, and innovating our next generation toolbox was all something that gave true meaning to supporting our associates, which led to incredible results.

What has been a silver lining for you in your professional life over the past year?

Knowing our Concord family stayed in lock step with one another through this tumultuous time continued to confirm for me that a strong culture is the most important thing in any organization. Watching team members take risks together, trust each other without hesitation, and show vulnerability and confidence at the same time has led to some incredible lifelong lessons in leadership.



MARY MONROE BROWN

Director

*Wisconsin Office of
Outdoor Recreation*

An outdoor industry executive, Mary Monroe Brown has built her life and career upon her passion for the outdoors and connecting the state's communities, businesses, and nonprofits to make a lasting difference. As the first director of the Wisconsin Office of Outdoor Recreation, Mary draws on her previous work experience that ranges from leading effective sports marketing and public relations divisions for the Waterloo, Wisconsin-based Trek Bicycle Corporation, to fundraising and marketing for nonprofits through her woman-owned consulting business. Under Mary's leadership, the Office of Outdoor Recreation was the first organization of its kind in Wisconsin and the Midwest to support and uplift the state's multibillion-dollar outdoor recreation industry. Its overarching aim is to bring together Wisconsin's diverse outdoor industry stakeholders and provide support and resources to the industry to help position the state as a top outdoor recreation. Mary excels at creating community and finding long-term business partnership opportunities for like-minded brands.

KEY ACCOMPLISHMENT:

Under Mary's leadership, the Wisconsin Office of Outdoor Recreation supported and uplifted Wisconsin's multibillion-dollar outdoor recreation industry.

WHAT INSPIRED THIS NOMINATION?

"As a passionate and tireless advocate for Wisconsin and the great outdoors, Mary excels at finding long-term business partnership opportunities for like-minded brands, while seeing the big picture around stewardship, community, economic development, and inclusion."

Q&A WITH MARY MONROE BROWN

What has kept you motivated over the past year?

I've been motivated by getting outside and doing meaningful work with interesting and dedicated individuals.

What has been a silver lining for you in your professional life over the past year?

Silver linings are everywhere, and the team at Travel Wisconsin is inspirational and always open to new and innovative ideas and approaches.



**ALEXA
MONTGOMERY
KRNJAIC**

Vice President, Channel
Management & Strategic
Initiatives

*Sonesta Hotels – Franchising
Division*

A proud native of Louisiana and raised in the hospitality industry, Alexa Montgomery Krnjaic has over 25 years in the field and has held various leadership positions in both hotels and restaurants. She has a diverse and well-rounded background with almost 15 years in revenue management and distribution. She has also held other roles in sales, event planning, catering and operations over the years with Marriott International, Tom Douglas Restaurants, HEI Hotels & Resorts, Red Lion Hotels and now, Sonesta International Hotels Corporation. Alexa's curiosity is what keeps her motivated and she is passionate about top-line revenue and profit optimization while balancing relationships of all kinds. Alexa lives in between Denver and New Orleans with her husband, daughter and two dogs. When she is not driving revenue and value for her hotels, you can find her in the kitchen using her culinary arts degree or reading fiction and always listening to music.

KEY ACCOMPLISHMENT:

Within the last two years, Alexa has activated nine new channels to drive incremental business and optimized one major connection that resulted in 67% year-over-year revenue growth from 2019 to 2020, despite the pandemic.

WHAT INSPIRED THIS NOMINATION?

"The morale of Alexa's team has improved tenfold since the summer of 2020, driven by a renewed sense of confidence in their leader. She continues to drive positive results, while challenging the status quo when it makes sense. She believes knowledge is power and works every day to find a new tidbit of information that can be applied to our distribution strategy."

Q&A WITH ALEXA MONTGOMERY KRNJAIC

What has kept you motivated over the past year?

My biggest motivator has been my team and our accomplishments during the pandemic. I am humbled each day to work alongside them and consider them the best and most knowledgeable players in the industry. Instead of slowing down, we were excited to gear up for the return of demand and have the time to activate new revenue streams and optimize our platforms.

What has been a silver lining for you in your professional life over the past year?

With our former company, RLH, being purchased by Sonesta, there is so much excitement about becoming the eighth largest hotel company. The new leadership in the franchise division under Keith Pierce is breathing new hope and perspective into our teams, and we are ready to take on anything. I am excited about all the new challenges that come along with bringing our divisions together and the possibilities of things to come with our growth.



**KIM
MOORE, CHDM**

Director, Client Services,
U.S. and Canada

Marriott International

For 11 years, Kim Moore has been a noteworthy digital marketer in the hospitality space. In her most recent role, she is the director of client services for MDS, an internal digital marketing agency within Marriott International. Her love of digital started and grew in roles at Navient (formerly Sallie Mae) and AOL Inc. Currently, she oversees digital program creation and delivery and is responsible for leading a team of digital consultants working with hotels in the United States and Canada. Kim is inspired often by the tireless work of Marriott's hotel property teams and her team members who have an insatiable desire to drive Marriott's digital performance.

KEY ACCOMPLISHMENT:

As a result of Kim's efforts, MDS retained 80% of its pre-pandemic program base at the first wave of re-enrollment in October 2020.

WHAT INSPIRED THIS NOMINATION?

"When her entire team was furloughed during the initial wave of COVID-19, Kim managed not only the top-tier Signature+ program, but also assumed oversight of all MDS's annual program offerings. This required her to navigate hotel-level questions and needs directly, staying connected to the internal operations team, all while keeping her eye on the future. As a return to normal appeared to be in sight, she helped develop a new program she believed would offer significant recovery value and, in the end, make the case for bringing back her team."

Q&A WITH KIM MOORE

What has kept you motivated over the past year?

There were days during the pandemic where I would talk to hotel teams and their angst was palpable. I knew I wanted to be part of Marriott's recovery and future success because I believe in what we do, and I believe in the power of travel.

What has been a silver lining for you in your professional life over the past year?

I was able to witness grit and determination in ways I could not have imagined. Whether it was a hotel team, a regional team, MDS, or myself, we never stopped trying to move forward when so many factors were pushing against us.



**JEREMY
MURRAY, CHDM**

Vice President, Digital
Marketing

Apple REIT

Jeremy Murray began his hospitality career after a decade in the electronics retail sector when he joined Apple Hospitality REIT's newly created Appleseed Interactive eCommerce team in October 2009. He created processes for the team as they developed and executed SEO and digital marketing plans for Apple Hospitality's branded, select-service, and extended-stay hotels throughout the United States. In October 2012, Jeremy transitioned to Apple Hospitality as their in-house eCommerce expert and currently serves as vice president of digital marketing. In this role, Jeremy oversees and approves eCommerce initiatives of Apple Hospitality's management companies that have this function in-house, assists managers with building their eCommerce teams, and works with third-party vendors to ensure management teams have the tools needed to maximize property results. Currently, his focus is on digital revenue strategy, identifying campaigns and programs to maximize revenue, driving business through the digital channels, and sharing best practices across the industry to grow the digital marketing discipline.

KEY ACCOMPLISHMENT:

Jeremy's extensive knowledge and understanding of the digital marketing realm played a major role in adapting to challenges and achieving record success despite COVID-19 setbacks.

WHAT INSPIRED THIS NOMINATION?

"Jeremy is always eager to collaborate and frequently offers a unique perspective to digital marketing. He is extremely detail-oriented, always goes above and beyond, and has a keen ability to navigate even the most challenging situations. He is a champion for the individuals he works alongside and is dedicated to driving success from the top down."

Q&A WITH JEREMY MURRAY

What has kept you motivated over the past year?

Simply needing to ensure things get back to 'normal,' so our teams and partners can return to full staff.

What has been a silver lining for you in your professional life over the past year?

Better communication with our partners and their teams, and digital marketing teams becoming skilled at running supplemental marketing campaigns. As things improve and corporate travel/base business returns, the teams will be able to reduce some of that (currently needed) spend, and their abilities to fine tune and target is significantly better than pre-pandemic.



**STEPHANIE
OCHS**

Head of Commercial Above
Property Services

IHG Hotels & Resorts

Stephanie is responsible for partnering across regions to lead the strategy, design and coordination of above-property services to maximize performance at participating hotels. This includes the Revenue Management for Hire (RMH) program, which is in place at over 3,000 hotels worldwide. Stephanie's team leads the Revenue Services Center of Excellence, providing business support for the program. Additionally, Stephanie's role includes growing and expanding revenue capabilities for above- and on-property revenue teams, through services and educational engagement opportunities. With IHG for over 20 years, Stephanie's roles have been primarily within the revenue management discipline for both managed and franchised hotels. She was first introduced to revenue management in her on-property role at the Crowne Plaza Greenville. Stephanie is an active member of the IHG Lean In Program and is also lead of the IHG Employee Resource Group Mentoring program. Stephanie has a passion for mentoring and development and has also volunteered with outside organizations in the Atlanta area. Stephanie holds a bachelor's degree from the School of Hotel Administration at Cornell University and resides in the greater Atlanta area.

KEY ACCOMPLISHMENT:

In the past 18-plus months, Stephanie managed a global revenue management service offering at a time when hotels were either shutting down or scaling back.

WHAT INSPIRED THIS NOMINATION?

"Stephanie is extremely professional and a true joy to work with. She embodies what it means to be hospitable, and she is an expert in her field."

Q&A WITH STEPHANIE OCHS

What has kept you motivated over the past year?

Knowing that our work has had an impact on hotels and their recovery!

What has been a silver lining for you in your professional life over the past year?

It's been rewarding to have the freedom to think creatively about how we can help hotels perform and help them on the road to recovery.



ANDRES ORTA

Senior Director,
Marketing Analytics

Marriott International

Andres Orta is the senior director of marketing analytics for the United States and Canada at Marriott International. He built the continent analytics team, which supports brand, marketing, and digital leadership with performance measurement, analysis, and strategic media recommendations. He brings over 15 years of global experience across North America, Southeast Asia, and Latin America. Andres previously led Starwood's North America revenue management strategy and analytics team, providing strategic direction from data-driven analytics. Prior to this, Andres held leadership hotel property positions at W Bangkok, Le Meridien Angkor, and New York's Essex House, where he led efforts related to revenue management and marketing. Originally from Mexico, Andres began his career in hospitality as an intern at the W Mexico City. Andres holds a Bachelor of Science in Hospitality Management from Cornell University, where his research focused on Strategic Marketing and Hotel Development.

KEY ACCOMPLISHMENT:

In 2021, Andres assisted in the optimization of recovery offers that produced over \$3 billion in booked revenue, driven by email campaigns reaching 150 million deliveries and 5.5 million landing page visits.

WHAT INSPIRED THIS NOMINATION?

"Andres has a unique ability to analyze marketing and revenue management data and garner valuable insights and optimizations that have helped drive results over the years. In this past year alone, Andres's ability to use storytelling to help communicate the change in strategy due to COVID and marry that with the data led results that powered the buy-in from owners, properties, and stakeholders."

Q&A WITH ANDRES ORTA

What has kept you motivated over the past year?

Seeing our hotels coming back to life, and receiving the first pictures of teams reopening hotels, firing up kitchens, and checking people in. Our industry brings people together, and this is only possible through the millions of people employed in hospitality. Those jobs and their passion to bring people together have never been more needed.

What has been a silver lining for you in your professional life over the past year?

Doing more with less has not only made our teams more efficient, but it has had two important side effects. First, it has pushed us to innovate and take more risks. Second, it has brought our teams closer together. The hotel business is all I have ever known. Many of our colleagues could have left the industry. Knowing that they chose to stay and believe in what we do has created an unbreakable bond.



**KATARINA
STANISIC**

Managing Director
of Marketing

BWH Hotel Group

As managing director of marketing at BWH Hotel Group, Katarina Stanisic oversees brand marketing and a hotelier support team focused on loyalty and property marketing efforts through the marketing activation, co-op marketing and Best Western Rewards teams. During her tenure with the company, Stanisic also led digital advertising efforts, in addition to being the North American marketing point for WorldHotels as well as boutique brands Glo, Vib, Sadie and Aiden. Before joining Best Western, Stanisic spent over 25 years leading global brands and building world-class teams in the telecommunications and software industries. Her campaign work earned recognition at the Cannes Film Festival and was featured in The Wall Street Journal, AdAge, Best Ads in America, and Adweek.

KEY ACCOMPLISHMENT:

Katarina focuses on driving ROI and works to connect the dots within her organization, collaborating with teammates and building strong communication plans. Throughout the pandemic, she has been a strong leader, pivoting through all the changes that COVID demanded.

Q&A WITH KATARINA STANISIC

What has kept you motivated over the past year?

Our Best Western hoteliers and my team keep me most motivated in my role. Witnessing the ongoing resilience of our hoteliers despite serious hardships and the dedicated, focused, and authentic support of our marketing staff has given me the strength to persevere and stay focused to better support them both.

What has been a silver lining for you in your professional life over the past year?

Witnessing the hope, optimism, and positivity among our hoteliers, employees and fellow industry peers has been inspiring. The best is yet to come as we are stronger together, having achieved such progress through the most difficult of times. As we get back to normal, the ability to create impactful storytelling to reconnect business travelers, families, and future guests with our Best Western family of brands is a privilege and honor.



**MONTY
WHITE, CHDM**

Senior Manager
of Marketing

Visit Irving

A 20-year marketing veteran, Monty began his career at Bluegreen Corporation, oversaw content operations for Hilton Worldwide and is currently the senior director of marketing communications for Visit Irving, which represents Irving's 90 hotels and the Irving Convention Center at Las Colinas. Monty is the past president and former managing director for the DFW chapter of HSMIAI and served on the HSMIAI Digital Marketing Council. He also serves on the Richland College Hospitality Program Advisory board as marketing chair, served on the DFW Area Tourism Council Marketing Committee, and is a former facilitator for the Certified Tourism Ambassador program. Monty received his bachelor's degree from the University of North Texas and his MBA from the University of Dallas. He also has a CDME from Destinations International, a CHDM from HSMIAI, and a CHIA from the American Hotel and Lodging Institute.

KEY ACCOMPLISHMENT:

Monty's integrated marketing campaign increased Irving hotel occupancy by generating over 150,000 hotel booking referrals, representing more than \$25 million in potential economic value.

WHAT INSPIRED THIS NOMINATION?

"Monty's ability to successfully manage a once-in-a-century crisis in one of the hardest hit industries was so resounding, he has been asked to speak at numerous digital conferences. At one point during the pandemic, of Simpleview's more than 600 destination clients, Visit Irving's website was the only one increasing unique visitors. That is a result of Monty's foresight, leadership, and hard work."

Q&A WITH MONTY WHITE

What has kept you motivated over the past year?

Like everyone else, we had to rethink how we do things. The happy result is that we've had the opportunity to try out new things that were previously put on the back burner, or the timing just wasn't right. Some things worked out well, much better than we imagined, and some things didn't, but the occasion to try new things, find new markets, and become better at what we do has been exciting.

What has been a silver lining for you in your professional life over the past year?

I work with an amazing team at Visit Irving. Everyone has been supportive, and this past year has brought that into focus. I'm grateful for such an inspiring team. We also work with some unusually bright people at Simpleview, and this year I've had the chance to see them shine, doing what they do best, and that's been a lot of fun.



**PAULA
ZELLER**

Divisional Vice President,
Sales and Marketing

Remington

Paula has been with Remington Hotels for eight years and supports Marriott, Hilton, Hyatt, and independent hotels across the United States. Prior to Remington, she was with Hilton Hotels Corporation in various roles for 10-plus years. Paula always knew hospitality was her career of choice as she graduated from the University of Missouri-Columbia with a degree in hospitality management. She has been in the industry over 30 years in various roles at the hotel level as F&B director, AGM, director of sales and marketing, and director of catering. She was also with Hilton Corporation as director of brand performance and brand sales for Embassy Suites and director of brand sales for the Hampton by Hilton. Paula assisted in the transition of the Hampton by Hilton brand into countries outside the Americas. When not increasing revenues for her hotels, she lives in the Panhandle of Florida with her husband, enjoying the beach, pool, reading, traveling and family.

KEY ACCOMPLISHMENT:

Paula has led her company's initiative to find new and relevant ways of selling for the COVID-19 environment as well as for the future. She worked with digital marketing to create various resources to communicate the new opportunities for groups to get back to meetings in a safe and flexible way.

WHAT INSPIRED THIS NOMINATION?

"Paula exemplified an 'extraordinary mind' over the past 18 months and made a big difference in our company's sales culture. Her leadership made a big difference in financial performance during the months of trying times and will continue to make an impact for a bright future."

Q&A WITH PAULA ZELLER

What has kept you motivated over the past year?

My hotel teams because of their resilience during this time of challenge and opportunity.

What has been a silver lining for you in your professional life over the past year?

Maintaining flexibility while learning and growing in uncomfortable times. There were no right answers — just being there to support my teams and offer empathy and understanding. I found an inner peace and devotion to overcome the many challenges we all faced and to stand up to be the best mentor and person I could be, not just as a boss or leader, but as a someone they could count and depend on regardless of the situation. I grew personally, spiritually, and professionally this past year.



THIS YEAR'S TOP 25 RECIPIENTS WERE HONORED AT THE ADRIAN AWARDS CEREMONY IN BOCA RATON, FLORIDA.

THIS REPORT IS PRESENTED WITH THE SUPPORT OF HSMAI'S 2022 ORGANIZATIONAL MEMBER COMPANIES:

Diamond Members



Emerald Members



Sapphire Members



Ruby Members

ALHI
 Atrium Hospitality
 Cendyn
 Concord Hospitality
 CoralTree Hospitality Group
 Duetto
 Explore St. Louis
 Extended Stay America
 GitGo
 Hilton
 IDeaS Revenue Solutions
 Ireckonu
 Kessler Collection
 Loews Hotels
 Marcus Hotels & Resorts

MMGY Global
 OTA Insight
 Outrigger Enterprises Group
 RateGain Technologies, Inc.
 Regency Hotel Management
 Remington Hotels
 Rosewood Hotel Group
 Sabre
 SearchWide Global
 Sonesta
 STR
 VisitDallas
 Visit Lauderdale
 Visit Tampa Bay

Supporter Members

Bravo Hospitality Group
 Dragonfly Strategists
 Kalibri Labs
 Master Connection Associates
 Milestone
 Mohegan Sun
 Navesink Advisory Group LLC
 NCG Hotels

PHG Consulting
 PM Hotel Group
 Revenue Analytics
 Revenue Generation LLC
 Sassato LLC
 Scout Simply
 Terranea Resort
 Tim Peter & Associates

University Members

Cornell University
 Johnson & Wales University
 Michigan State University
 NYU Tisch Center
 Penn State University
 University of Delaware
 UNLV, William F. Harrah College
 of Hospitality
 Virginia Tech