



# HSMAI Sales Leader Forum

A Commercial Strategy Event

# Leading the Way

Long Beach, CA, USA  
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# Strategic Issue #2

Reshaping the Hotel  
Industry to Unleash  
Potential



**Shawn Parker**  
Executive Director,  
Strategic Account  
Management &  
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Hilton



**Gregory DeShields**  
Executive Director  
Tourism Diversity Matters

# Roundtable #2

## Reshaping the Hotel Industry to Unleash Potential



← Submit your  
answers here!

1. What is your best practice for recruiting, retaining, and promoting individuals from underrepresented backgrounds in your sales team?
2. What strategies have you found successful to ensure equal opportunities and career growth for employees from diverse backgrounds?