

JOHN H. SMITH

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SENIOR SALES MANAGER – ACE, GLOBAL & INTERNATIONAL TRAVEL BUSINESS

REVENUE EXPANSION ■ MARKET SHARE GROWTH ■ KEY ACCOUNT MANAGEMENT



Award-winning sales leader in the New Jersey hospitality market, who ranks among the top 5 sales managers across all New Jersey Marriotts. Nearly a decade of experience, capped by successes with the #1 student group company in the U.S., and the #1 travel operator bringing world travelers to the region. Verifiable record of delivering over-and-above sales quotas. Aggressive in prospecting and cultivating new business, while maintaining long-term relationships with current accounts. Finesse interfacing with vendors: travel operators, student group leaders, travel agencies, meeting and convention agencies, and incentive houses. Unparalleled customer relationship management skills. Bilingual: English and Spanish.

- Strategic Sales & Marketing
- Business Travel Sales
- Domestic & International Leisure Travel Sales
- Competitive Positioning
- Strategic Pricing

- Hotelligence® Data Analysis
- Competitive Bidding
- Contract Negotiations
- Vendor Relations
- Guest Relations

PROFESSIONAL HISTORY

NEWARK MARRIOTT, Newark, NJ
Senior Sales Manager, International Sales

2009 – Present

Recruited to this #1 revenue-generating hotel for all of Marriott Worldwide, New Jersey's largest full-service property, with 2,200 rooms and 160,000 sq. ft. of meeting space. Joined 3-member team driving \$15 million in ACE business and \$10 million in International Group and Domestic Group Travel business. Directly responsible for Asian, European, and Latin American markets as well as select domestic accounts.

- ☑ Ranked among top 5 sales managers across all New Jersey Marriott, collectively delivering \$250 million⁺ annually, and awarded 2011 “Marriott Worldwide Sales Team of the Year.”
- ☑ Accomplished ~50% over revenue quota for 4 consecutive trimesters, garnering Marriott Worldwide nomination for Circle of Excellence Award.
- ☑ Captured largest student group company in U.S. from key competitor and expanded account by nearly \$2 million. Managed extended sales cycle, and promised and delivered competitive rates and expedited response time.
- ☑ Magnified 7x ACE business from largest tour operator bringing world travelers to New Jersey, growing that account from 2,200 rooms to 15,000 annually. Presented revenue model with incentives to win share spread around city.

MARRIOTT NEWARK AIRPORT, Elizabeth, NJ
Business Travel Sales Manager

2009 – 2010

Rejoined this full-service, 450-room property 1 year into national economic decline and subsequent compression of business travel sector. Therefore, challenged to cultivate local and corporate business travel accounts, as well as all ACE and consortia business, which comprises ~35% of transient rooms budget and ~28% of overall rooms budget. Scope also encompassed training newly hired Sales Manager at Hampton Suites Montvale.

- ☑ Expanded business travel account prospect list 50%, pinpointing and leveraging Hotelligence® insights and aggressively soliciting local companies.
- ☑ Grew ACE market. Renewed focus on this segment, which had lull due to perception of airport hotel not being 1st choice for leisure travelers. Offered strategic pricing to gain share.

MARRIOTT RESORT, White Plains, NY
Sales Manager

2007 – 2009

Increased accounts from 4—upon joining 1 year after opening—to 30 accounts in just 6 months. Served as sole Sales Manager at this 200-room, focused-service property. Defined and implemented strategy to capture all market segments: ACE, group, and travel business.

MARRIOTT NEWARK AIRPORT, Elizabeth, NJ
Business Travel Sales Manager

2006 – 2007

Recruited to maintain and expand the portfolio of business accounts. Captured key customers including UPS, Unilever, and Jersey's Stadium Association.

HAMPTON INN, Philadelphia, PA
Business Travel Sales Manager

2005 – 2006

Solicited and managed local and corporate negotiated business travel accounts at this full-service, all-suite property with 300 rooms, as well as consortia and government business.

SHERATON RESORTS, Newark, NJ
Guest Service Agent

2004 – 2005

Conducted efficient guest check-ins and check-outs, and serviced all guest needs. Served all shifts: morning, midday, evening, and overnight. Maintained current, accurate front office reports.

BEST WESTERN – Vestal, NY
Rotational Management Intern

2003 – 2004

Completed training at this full-service, 175-room property in several aspects of hotel management: housekeeping, front desk, sales, night audit, and food & beverage.

E **DU CATION**

MASTER CERTIFICATION, Essentials of Hospitality Management – Potsdam University, Potsdam, NY 2009

BACHELOR OF ARTS, Spanish & Hispanic Studies – Fordham University, Bronx, NY 2006

Minor: Peer Education in Human Relations

Yellow Key, Junior Honor Society, Senior Honor Society

T **R A I N I N G**

Corporate Global Travel Expert (CGTE) Certification

Marriott Sales College (Honor Roll)

T **E C H N O L O G Y**

Microsoft Office, Delphi Sales & Catering, Marriott's OnStar Reservations

A **F F I L I A T I O N S**

New Jersey International Travel Association, Sites Committee Chair

2009

Fordham University Board of Trustees, Junior Board Member
Search Committee Member, Associate Dean of Intercultural Affairs, Fordham University

2003, 2005
2002