

David O. Greene

QUALIFICATIONS

Hotel Executive with over 30 years of hospitality experience. Skilled in all aspects of hotel operations, organizational planning and execution. Proficient in developing and realizing sales goals through plans and actions that address market share growth, key account identification, relationship building and contract negotiations. Team builder with drive to lead projects to completion. Energized trainer with ability to excite and motivate all levels of an organization to achieve peak performance.

PROFESSIONAL EXPERIENCE

WHITE LODGING SERVICES

2012-present

RVP Full Service Division

7/14-present

- Provided above property leadership for 14 hotels across 5 states
- On boarded 8 GM/AGM's into the organization for key properties
- Implemented FOH/BOH integration for F&B efficiencies and improved food quality and reducing FC .5-1.5%
- Rolled out WLW for full service hotels to align all properties onto a common operating platform
- Created a consolidated sales organization resulting in a reduction of sales cost and growing share in all hotels 15-25%
- Board Member Texas Hotel and Lodging Assn. and Back on My Feet

Westin Austin at The Domain

11/12-7/14

- Maintained #1 in comp set while continuing to grow market share 6.9 points
- Achieved 106% of budgeted profit and 103% of budgeted sales
- Drove profit achievement through ADR growth and reduction of labor in sales department and F&B
- Achieved Triple Platinum scorecard and awarded GM of the Year as well as Hotel of the Year

MARRIOTT INTERNATIONAL, INC.

1984-2012

Renaissance St. Louis Grand, St. Louis Mo. (917 rooms)

5/12-11/12

Director of Hotel Operations

- Developed and implemented a GSS Red Zone action plan that is showing initial increases in scores of 5.2 points
- Re-focused the property on intradepartmental communications and efforts to achieve more efficient operations and profitability through reduced labor cost in a Union Shop
- Aligned management headcount with forecasted business levels to impact profitability and guest/ambassador satisfaction
- Repositioned group ceiling to capitalize on rooms to space ratio and drive \$GRN and ADR
- Director of Marriott St. Louis Business Council to strengthen business through civic, community and talent development initiatives
- Worked w CVB to align the city and Sports Authority for convention center and arena availability

St. Louis Airport Marriott, St. Louis MO (601 rooms)

2/10-5/12

General Manager

- Initiated a profit improvement plan that achieved a 22.5% profit vs. a budgeted margin of 17.8%. A bottom line improvement of \$1M
- Increased GM Leadership score 22 points from previous year
- Led the sales process to close on a business opportunity worth over \$2M annually to the property
- Re-launched the Business Council and gained agreements from hotel leaders to align the organization to better serve the strength of our brands in the market
- Worked to engage owners to support development of a \$25M property improvement plan that addresses long standing mechanical issues as well as aligns the hotel to regain market share leadership
- Initiated a Guest Satisfaction focus that increased excellence scores 8.2 points

Kansas City Airport Marriott, Kansas City MO. (384 rooms)

2008-2010

General Manager

- Led strategy development to increase market share achieving #1 status in comp set for the first time in five years forecasting to finish 2009 above 70% occupancy.
- Successfully navigated CNW launch which resulted in growing group room nights vs. 2008
- Able to grow Associate Engagement Index ten percentage points in 18 months
- Through operational planning and execution we have achieved and maintain the lowest cost per occupied room in the Central Region resulting in a profit margin of 32% vs. a budget of 31.9%.
- Successfully negotiated a multi-year contract with SWA to secure 32,000 contract rooms per year through 2012.
- Board Member KCI Community Improvement District

Griffin Gate Marriott Resort and Spa, Lexington Ky. (410 rooms)

2004-2008

Director of Operations / Asst. GM

- Positive growth in GSS for five consecutive tracking periods by designing scripting, training and auditing of key guest positions.
- Positive growth in revenue, profit and flow through in all areas of responsibility each year.
- Consistently run best in class productivity and rooms profit against benchmark properties.
- Developed and implemented a manpower cross training model to cross train key managers throughout the property. This has led to more tenured leaders, growth opportunities within the property, reduced on-boarding expense and higher skilled staff.
- Managed hotel operations through \$18m of redo projects with minimal guest impact.
- Responsible for the design and opening of a new restaurant focusing on space utilization and design elements to drive guest satisfaction and revenue.
- Executed business plan for a full service Spa at the resort including staffing, menu development, operating systems and equipment selection. Additional \$700k in revenue to the resort.
- Member of Bluegrass Hospitality and Lodging Assn. and Active with CVB

St. Louis Airport Marriott, St Louis, Missouri (601 rooms)

2000-2004

Director of Food & Beverage / Executive Chef

- Through instituting training programs, implementing management processes and mentoring managers, achieved guest satisfaction increases of two to twenty six percentage points over 12 months and meeting planner survey scores of 80 percent "extremely satisfied."
- Led the design, development and implementation of standardized contracts throughout local catering and Event Booking Center.
- Developed additional revenue stream of \$52,000 through design and installation of Starbucks Coffee Kiosk.
- Secured group sales of \$200,000 over need time holidays by partnering with and tutoring a sales manager.
- Played a key role in the design and development of a new restaurant concept that positively impacted Guest Satisfaction, revenue and profit.

Omaha Marriott, Omaha Nebraska (301 Rooms)

1998-2000

Director of Food & Beverage

- Created vision and built a business plan to reposition hotel's food and beverage operation.
- Converted specialty restaurant and sports lounge into a Jr. Ballroom and multi-use restaurant/bar combination resulting in local catering sales increases of \$250,000 and restaurant sales increase of \$500,000.
- Increased sales \$350,000 and increased covers 100% over twelve months through menu development and service training.

Denver City Center Marriott, Denver Colorado (600 rooms)

1993-1998

Executive Chef / Director of Catering

- Grew catering revenue to over 53% in two years through focused sales efforts, sales training and coordinated group and catering objectives.
- Instrumental in transition of sales team from manual processes to computerized network.
- Participated in development and implementation of new corporate restaurant concept, this was eventually installed into 80 properties.
- Conducted sales and service delivering training, which produced increases in cover counts of 22 percent and average check increase of 23 percent.

Newark Marriott, Newark, New Jersey (600 rooms)

1988-1993

Executive Chef

- Achieved highest Associate Opinion Survey Score in the company of 94 percent "Overall Satisfied."
- Developed menus and implemented controls to contain cost resulting in a reduction in food cost of 20 percent (\$360,000).

Charleston Marriott, Charleston, SC (225 rooms)

1984-1988

Assistant Food Production Manager

MILITARY SERVICE

U.S. Army

1982-1984

- Fort Jackson, South Carolina
- Fort Campbell, Kentucky
- Fort Wainwright, Alaska

EDUCATION AND TRAINING

Johnson & Wales University, Charleston, South Carolina.

1984-1986

Associate Degree in Culinary Arts, Magna cum Laud

References Available Upon Request