



JEANNENE GLENN

PANETIERE MARKETING ADVISORS

June 2011-Present

Senior strategist for sales, marketing and operations. Interim Director of Sales & Marketing. Interim General Manager. Marketing plans, training, sales/marketing and operational assessments. Projects include an extended period as Interim Director of Sales at Hyatt Arlington, Arlington, VA, where she was a selling DOS handling Association, SMERF, and Tour and Travel group markets.

THE MAYO HOTEL & RESIDENCES

2010 – 2011

Presidian

Tulsa, OK

General Manager

- Responsible for daily operations of this landmark Historic Hotel of America, comprised of 102 guestrooms, 76 residences, full service restaurant, bars, and 20,000 square feet of event space.
- Achieved 145.0 RevPAR Index, representing a 51.7 percentage point increase in the running twelve months.
- Increased total hotel revenue by \$3.2 million in twelve months.
- Successfully managed payroll, operating costs and re-negotiated vendor contracts resulting in GOP percentage increase of 12.1% in 2010 over prior year and 5.5% increase in 2011 over 2010.
- Improved guest review ranking on TripAdvisor from # 17 to # 4.

THE PORTOFINO HOTEL & YACHT CLUB

2007 – 2009

Noble House Hotels & Resorts

Redondo Beach, CA

General Manager

- Responsible for daily operations for a 161 room oceanfront boutique hotel including, 19 apartments, a 183 slip marina and 8,600 square feet of event space.
- Achieved and maintained position as market leader in RevPAR performance.
- Increased guest satisfaction in 2009 over prior year while reducing Cost POR and overall operating expenses.
- Achieved highest employee satisfaction scores in prior four years.
- Represented hotel on the Chamber of Commerce Board of Directors and Vice President of the King Harbor Association.

Hotel Manager and Director of Sales & Marketing

- Responsible for directing sales, catering and reservation teams, as well as, public relations and marketing strategies and initiatives.
- Achieved an 8% increase in total hotel revenue in 2008 over prior year.
- Achieved a 13.9 percentage point increase in RevPAR in 2008.
- Increased group booking pace 63% over prior year in 2008.
- Repositioned hotel following \$11 million renovation of hotel, restaurant, apartments and marina.

- Actively served on the Board of Directors for the Redondo Beach Visitors Bureau.

INN AND SPA AT LORETTO

2005 – 2007
Santa Fe, NM

Noble House Hotels & Resorts

General Manager

- Responsible for daily operations for a 134 room hotel including retail and gallery space, restaurant, full service spa and 9,000 square feet of event space.
- Achieved a 4.7 percentage point increase in RevPAR in 2007 over prior year.
- Achieved an 11.5% increase in average room rate in 2007 over prior year.
- Successfully orchestrated hotel guestroom renovation.
- Represented hotel at Santa Fe city planning commission and historic design review boards gaining approval for hotel expansion.

Director of Sales & Marketing

- Achieved a 10% increase in total hotel revenue in 2006 over prior year.
- Achieved a 7.7 percentage point increase in RevPAR in 2006 over prior year.
- Achieved an 8% increase in average room rate in 2006 over prior year.
- Achieved a 5% increase in transient average room rate in 2005 over prior year.
- Responsible for securing public relations firm generating local, regional and national media impressions as well as, an invitation to the prestigious James Beard House for the hotel's executive chef.
- Created and implemented Artist in Residence program partnering with local galleries and artists to immerse guests in destination experience and garner media impressions.
- Secured Virtuoso and Conde Nast Johansen's invitation only luxury travel networks, and Santa Fe Opera preferred hotel affiliations.

THE MANSION ON TURTLE CREEK & HOTEL CRESCENT COURT

2003 - 2005
Dallas, TX

Rosewood Hotels & Resorts

Director of Sales

- Responsible for sales efforts for two luxury hotels; including the only Mobil Five Star/AAA Five Diamond hotel in Texas, The Mansion on Turtle Creek, with 143 rooms; and Hotel Crescent Court, a 220 room hotel with 20,000 square feet of event space and nationally acclaimed Spa.
- Supervise and motive sales and reservation team of 16, including four group sales managers, transient sales manager and reservation manager.
- Achieved a 7% increase in 2004 over prior year in combined hotel room revenue totaling \$24 million.
- Achieved individual hotel average room rate increase of 9% in 2004 over prior year.
- Achieved individual hotel average room rate increase of 4% in 2004 over prior year.
- Achieved 115% of individual group room revenue goal.

THE PORTOFINO HOTEL & YACHT CLUB

1999 - 2003
Redondo Beach, CA

Noble House Hotels & Resorts

Director of Sales & Marketing

- Responsible for sales and marketing efforts for a 163 room oceanfront, boutique hotel with 8,600 square feet of event space.
- Supervise and motive 9 sales, catering and conference services team members.
- Achieved highest RevPAR of 120% in 2002 since 1997.
- Recipient of two HSMIA Adrian advertising awards for group direct mail campaign.
- Implemented direct mail and advertising campaign generating \$120,000 in leisure room revenue in 2001.
- Achieved 10% increase in total room revenue in 2000 over 1999.

SHERATON UNIVERSAL HOTEL

1998 - 1999

Panetiere Marketing Advisors

152 Valley Drive Santa Fe, NM 87501

www.panetieremarketing.com

303-877-9659

Starwood Hotels & Resorts

Universal City, CA

Sales Manager

- Direct corporate and travel management consortia sales and pricing, specializing in upper tier entertainment industry for this 436 room destination hotel.
- Achieved a 14% increase in room revenue in 1999 over 1998 in volume entertainment accounts.
- Responsible for extensive account management and client services with entertainment travel managers and guests.

SHERATON COUNTRY CLUB PLAZA

1992 - 1998

Starwood Hotels & Resorts

Kansas City, MO

Sales Manager

- Responsible for developing and promoting business from national corporate accounts, large travel agencies and consortiums for corporate group and transient markets for this 258 suite hotel.
- Achieved 117% of individual goal for 1998.
- Achieved a 27% increase in room revenue in 1996 over 1995 in corporate volume accounts.

Reception Manager

- Responsible for the daily operation of the Front Office including Front Desk, Bell, Valet, Concierge and PBX.
- Responsible for developing annual business plan, departmental budget and forecasting room sales.
- Successfully implemented total quality management processes.
- Recipient of 1995 Sheraton North America Division President's Award for exemplary performance in guest satisfaction, employee satisfaction and cost savings.

ELDRIDGE HOTEL

1991 – 1992

Lawrence, KS

Director of Guest Relations

- Responsible for room sales, meeting services and daily operations for this historic landmark hotel.
- Established and managed internship for students by implementing projects providing interns with an overview of the hotel industry.

EDUCATION

University of Kansas, Bachelor of Arts, Political Science

AFFILIATIONS AND VOLUNTEER ACTIVITIES

National Business Travel Association

Meeting Planners International

Children's Mercy Hospital of Kansas City

The USO

University of Kansas Alumni Association

American Alzheimer's Association and local Tulsa chapter