



Diane Marvin

Professional Experience

Panetiere Marketing Advisors, Denver CO

2009 – present

Projects include: Temporary Catering/Convention Services and DMC for Rock Resorts Snake River Lodge & Spa, Teton Village, Wyoming.

Remington Hotels, Dallas, TX

2005 - 2009

Task Force & National Catering and Convention Services Specialist

- Assignments included the Ventura Beach Marriott, Ventura Beach, CA; Sheraton Orlando World, Orlando, FL; Historic Inns of Annapolis, Annapolis, MD; The Sea Turtle Inn, Jacksonville, FL; Marietta Conference Center & Resort, Marietta, GA; Durham Marriott Research Triangle Park, Durham, NC; Radisson Rockland, Rockland, MA; Radisson Riverfront, Covington, KY; Embassy Suites, Phoenix, AZ; Historic Hilton Santa Fe, Santa Fe, NM; Hilton St Petersburg Bayfront, St Petersburg, FL; One Ocean Resort, Jacksonville, FL; Historic Hilton Ft Worth, Ft Worth, TX.
- Created Luxury brand standards of practice for Catering and Convention Services.
- Created and wrote the Social Event Certification Training Program for weddings.
- Hired and trained catering staff including conference services, banquet servers and captains, Directors of Catering and Catering Sales Managers.
- Created wedding packages, banquet and catering menus and wine pairings for social and corporate markets.
- Sold and serviced social and corporate groups. Conducted site visits.
- Conducted competitive national market research.
- Worked with Delphi system inputting activity, loading menus and categories, BEO's, and data cleaning.
- Researched latest trends in Food/Beverage.
- Conducted monthly conference calls to continue catering training process.
- Conducted outside catering sales calls, FAM trips and established relationships with CVB's.

Wyndham International, Dallas, TX **2004- 2005**
Luxury Division Task Force - Corporate Director of Catering /
Catering Manager

- Assignments included the Dallas Market Center in Dallas, TX; Hotel Galvez and the Tremont House in Galveston, TX; Carmel Valley Ranch in Carmel Valley, CA; The Peaks Resort & Golden Door Spa in Telluride, CO and The Boulders Resort & Golden Door Spa in Carefree, AZ
- Created banquet menus and wine lists in order to reposition hotel to increase sales.
- Created wedding packages that focused on the uniqueness of the property.
- Hired and trained staff on all aspects of operation and creation of customized menus.
- Assisted in designing wedding website to highlight destination weddings.
- Sold and serviced social and corporate events; met and exceeded monetary and solicitation goals.
- Conference Service Manager for 5 Star/ 5 Diamond properties.

Camelback Inn, a JW Marriott, Scottsdale, AZ **2002-2004**
Restaurant Catering Sales

- Created and sold restaurant and catering event packages for social and corporate events for all 7 restaurants on property.
- Created the Wine Spectator Award winning wine list for the fine dining Chaparral Restaurant.
- Secured the DiRona Award for the Chaparral Restaurant.

Willow Entertainment, Boston, MA **2000-2002**
Event Planner

Terence Janericco Catering, Boston, MA **1998 - 2002**
Chef and Serving Staff

Education **Michigan State University**
B.S. degree in Retailing/Business

Professional
Affiliations

National Association of Catering Executive
Past President of the Phoenix Chapter

American Institute of Wine & Food
Past Chairman of the Arizona Chapter
Past National Board Director
Past member of the National Executive Committee
Past National Development Chair

H SMAI

Michigan State University Alumni Association

Kappa Delta Alumni Association