



## SHANNON J. MINTON RESUME

### HONORS

Doubletree Hotel: Manager of the 2<sup>nd</sup> Quarter ~ 2000  
Hilton Hotels: Corp 1<sup>st</sup> Trimester Excellence in Sales ~ 2000  
Nominated four times: Hilton Hotels Corporation Trimester Excellence

### PROFESSIONAL EXPERIENCE

#### **PANETIERE MARKETING ADVISORS**

**DENVER, CO**

*March 2005-present*

Working on property or out of home office in Denver for our clients, prospecting for catering, group and transient business. Clients have included temporary sales manager for The Lodge and Spa at Cordillera in Edwards, CO for Rock Resorts; telemarketing for CARINO Collection, NY, NY; new business development for Villa Montana Beach Resort, Puerto Rico; temporary sales manager for Skamania Lodge, Stevenson, WA for Destination Hotels and Resorts; new business development for Langham Hotels International and Skamania Lodge; temporary IBT sales manager for Monrovia Courtyard, Pasadena, CA and Hotel Baronette, Novi, MI for Sage Hospitality Resources; temporary sales manager and new business development for Kessler Collection Beaver Creek Lodge; new business development for Sage Hospitality Westin Westminster; focus group survey solicitation for Estancia La Jolla Hotel and Spa Adobe Restaurant by Destination Hotels and Resorts.

#### **ST. JULIEN HOTEL & SPA**

**BOULDER, CO**

Opened in January 2005, the St. Julien Hotel & Spa was positioned as the first world-class hotel to open in downtown Boulder in nearly 100 years. A member of Preferred Hotels and Resorts Worldwide, this premier hotel and spa featured 200 guestrooms, a 10,000 square foot spa and fitness center, 23,000 square feet of indoor and outdoor meeting space, and signature restaurant & bar.

#### *IBT Sales Manager*

*July 2006 to August 2007*

- Responsible for increasing transient room revenue by increasing production of existing preferred corporate accounts.
- January to August 2007 ~ achieved 108% of the budgeted revenue goal and 114% of budgeted room night goal for preferred corporate accounts.
- Developed and nurtured relationships with key clients in order to maintain and grow production.
- Utilized Hotelligence and other statistical reports to identify and develop new opportunities to gain market share.
- Aggressively pursued the appropriate mix and type of business that would best achieve the Hotel's sales plan and direction.
- Implemented strategic plans and actions that supported the goals of the market with a heavy focus on outside sales including new business development.



- Worked closely with the Revenue Manager in establishing rates and selling strategies for all segments within the transient market.
- Responsible for ensuring the accurate maintenance of all preferred corporate accounts in NetRez.
- Completed all incoming RFP's, and worked closely with Preferred Hotels National Sales Team to ensure the Hotel's inclusion in RFP invitation for key accounts.

Pre-Opening Sales Manager

*March 2004 to September 2004*

- Served as the hotel's only sales manager during this time.
- Responsible for aggressively soliciting and booking quality business for all market segments within the Sales and Catering Department, including group, transient and social catering business.
- Conducted client presentations of the Hotel's products and services, successfully painting a picture of what this hotel would have to offer using only limited pre-opening collateral.
- Monitored competition for target accounts.
- Worked closely with Pre-Opening Director of Sales and Marketing to establish and implement the Hotel's Group and Catering contracts.
- Quoted rates and booked space independently based on guidelines provided by the DSM and assisted in determining these rates and guidelines as time progressed.
- Participated in industry-related organizations and events to promote awareness of this new property.
- Developed and maintained an active and visible position in the local community.
- Completed all preliminary on-line information for the RFP process.
- Successfully handled the entire set-up of all guestroom and meeting information in Delphi .NET

**DOUBLETREE HOTEL ONTARIO**

**ONTARIO, CA**

The Doubletree Hotel Ontario is owned and managed by Hilton Hotels Corporation. This 484-room property, with 25,000 square feet of meeting space, has annual revenues that exceed \$20 million.

Senior Sales Manager ~ SMERF Market

*June 2003 to December 2003*

- Promoted to Senior Sales Manager responsible for the SMERF Market and a \$1.5 million group room revenue goal for 2003.

Corporate Group Sales Manager

*January 2001 to June 2003*

- January to June achieved 114% of group revenue goal.
- Completed the year 2002 achieving 149% of my individual group revenue goal for the corporate market. Exceeded group revenue goal by 250% in the first trimester of 2002
- Responsible for month-end reporting of group pace and group rooms on-the-books.
- Worked closely with the Director of Sales and Marketing on career development, Annual Business Plan, and forecasting.

IBT Sales Manager

*April 1998 to January 2001*



- Specialized in total Transient market focusing on Individual Business Travel, HHonors direct mail campaign, and electronic advertising in Apollo Headlines and Sabre Spots
- Successful in increasing Volume Discount rate 16.4% over prior year and 13% over budget
- Reviewed Sabre Hotelgence to determine key feeder cities into our market
- Responsible for booking small corporate groups up to 35 rooms per night.
- Delphi Implementation Team Leader

Executive Administrator

*July 1993 to April 1998*

Reporting directly to the General Manager and Executive Committee of six.

**RENAISSANCE HOTELS**

*1990-1993*

**Esmeralda Resort, Indian Wells, CA and Renaissance Dallas Hotel, Dallas, TX.**

Administrative Assistant

Assisted the sales and catering departments. Worked directly for the DOS and IBT manager. Handled all RFPs and the Preferred IBT program at this 540-room, 60-acre resort hotel. Calculated goals for sales managers to evaluate performance for review at corporate office. Compiled and research data from multiple sources for proposals, sales contracts, and banquet event orders.

**TRAINING**

Hilton Sales College/Customer Focused Selling

Hilton IBT Sales Training

**EDUCATIONAL BACKGROUND**

CHAFFEY COLLEGE: Business Administration

ALTA LOMA, CA

TRINITY VALLEY COMMUNITY COLLEGE: Business Administration

ATHENS, TX