

Metrics always add value to a resume, but they are crucial for executives and sales professionals. Hotel GM Alec Ferguson missed his revenue target for 2014 by \$100K. Alec's Thrive! resume presents his accomplishments in the most positive light, to ensure employers appreciate his many achievements.

Alec Ferguson

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HOSPITALITY MANAGEMENT EXECUTIVE

Inspiring mentor and industry thought leader with a history of success surpassing ambitious goals in customer service, employee engagement, talent development, revenue and profitability at premier golf resorts.

Hospitality Executive of the Year, 2015 – Colorado Hospitality Association

	2013	2014	2015
ADR	\$105.67	\$109.84	\$116.77
Revenue	\$5.8M	\$6.2M	\$7.1M
Profit vs. Budget	105%	108%	115%
Guest Service Scores	68%	76%	84%

Strengths: Living the Brand – Financial Performance – Expense Control – RevPAR – ADR – Occupancy – Team Leadership
Maximizing Revenue – Customer Satisfaction – Problem Resolution – Community Involvement – Recruiting
Employee Satisfaction – Talent Management – Staff Training – Succession Planning – Employee Morale

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

MOUNTAIN VIEW RESORTS – Boulder, CO

2012-Present

General Manager – The Lorenzo Hotel Boulder (2013-Present)

Rooms Division Manager – The Lorenzo Hotel Boulder (2012-2013)

Promoted to a key strategic leadership role with high visibility to guests and owners at the 3-diamond golf resort with 309 rooms. As hands-on general manager, oversee all operations: front office, HR, engineering, housekeeping, food & beverage and sales & marketing. Drive sales, profitability, customer service and employee engagement metrics while liaising with challenging owners and high-profile Board of Directors. Develop the next generation of hospitality industry leaders through employee motivation, onboarding, training and talent management. Lead a 276-member team with \$9M annual budget.

- Won multiple awards for quality and customer service as the #1 hotel in Boulder (Conde Nast) and #14 golf resort nationwide (Travel & Leisure) while winning the franchise Flow-Through Model Award for profitability.
- Ignited unprecedented growth up to 58% across resort financial measures: ADR, RevPAR, revenue and profit. Increased F&B revenue 23% and F&B profit 47% despite a restaurant renovation.
- Ranked #3 of 112 hotels company-wide for employee engagement with scores of 97% for 2015 (vs. 76% in 2012).
- Decreased annual payroll from \$2.2M to \$1.6M in two years. Improved hourly productivity 7% in 2014 and 11% in 2015 to an all-time resort best, while increasing customer service scores.
- Awarded Audubon Business Program Certification for the resort and golf course as one of the first 10 resorts worldwide to develop an environmentally friendly, sustainable property saving 110M gallons of water in 4 years.

MARRIOTT INTERNATIONAL / OCEANFRONT RESORTS – San Antonio, TX

2008-2012

Assistant General Manager – The Marriott Club and Residences on the Riverwalk (2009-2012)

Attained a role leading day-to-day operations and mentoring staff to deliver personalized service to guests and club members at a highly respected, newly opened luxury property with 243 rooms. Managed \$6M budget and oversaw key hotel departments: housekeeping service, loss prevention, pool & recreation, food & beverage, concierge, guest service, front desk, telephone and more.

Leveraged hands-on management style and open-door policy to lead 65 team members plus 5 managers. Established excellent working relations with Board of Directors and owners despite challenging circumstances. Coached and mentored staff to exceed customer expectations and resolve guest problems while personally remediating underlying issues.

- Key player in reversing negative trends, improving revenue 19% and profitability 13% (vs. annual goals) in one year.

- Achieved top Overall Customer Satisfaction scores of 78.4%, a 7.5% increase, in first year.
- Delivered exceptional financial results with expenses ~4.5% below budget for 3 consecutive years.
- Nominated for Marriott Hotel of the Year in 2009, one of 10 hotels recognized from a pool of 313 contenders.
- Increased employee engagement scores from 66% to 75% in 12 months.
- Consistently scored 90%+ on Brand Standard Audits as property champion for Hotel Stars Leadership Training.
- Led a transformation in F&B revenue, generating \$250K in 6 months by introducing a new outlet with near-zero start-up costs.

Rooms Division Manager – The Marriott Club Aspen Midlands (2008–2009)

Oversaw daily operations of rooms division including housekeeping, front office, communication, security and loss prevention. Key player in improving overall product quality, cleanliness and customer service scores via Marriott Care preventative maintenance and housekeeping inspection program. Promoted and trained new supervisors, managers and leaders for Talent Management initiatives. Liaised with Board of Directors and owners, delivering monthly operational updates in meetings.

- Delivered 123% of revenue goal and 117% of profit goal despite renovation and challenging business climate.
- Improved guest service scores 14% year over year while reducing expenses 7% below budget.
- Ranked in Top 10 Customer Service scores companywide during 5 of 6 quarters.
- Key player in diverse community involvement programs through Community Footprints initiative.

THE SHERATON HOTEL COMPANY

2000-2008

Pre-Opening & Hotel Opening Guest Services Manager – Planet Rock Hotel San Diego (2007-2008)

Acting Assistant General Manager – The Sheraton Miami Beach (2005-2007)

Rooms Division Manager – The Sheraton Springfield (2002-2005)

Director of Housekeeping – The Sheraton Tampa Bay Resort (2001-2002)

Housekeeping Manager – The Sheraton Resort Hilton Head (2000-2001)

Rapidly promoted to positions of increasing responsibility within a leading international hotel company. Selected to collaborate on the Interim Rooms Division Task Force for The Sheraton Chicago Convention Center including best practices in leadership, inventory and quality control. Led teams of 6 department heads and managers at hotel and resort properties with up to 347 total employees.

- Won Manager of the Year Award, Sheraton Miami Beach 2007.
- Handpicked to provide team leadership and coaching in pre-opening and opening for The Sheraton Des Moines (2004), and Sheraton Nassau (2007), flawlessly executing grand opening tactics to deliver the highest levels of customer service.

Broad background in hospitality management including management positions with the Ritz-Carlton Hotels Worldwide. Foundational experience with the Eden Roc Hotel in Miami Beach and as Management Trainee at Ocean Reef Club in Key Largo, FL.

EDUCATION & TRAINING

Bachelor of Science in Hotel and Restaurant Administration

FLORIDA STATE UNIVERSITY – Tallahassee, FL

Extensive Hospitality Industry Training: Hotel Stars Leadership Training
Harassment Prevention • Information Security and Protection Quality Selection Process
Risk Management • Certified Trainer for Hotel Openings • Certified Staff Analyst • F&B Best Practices

COMMUNITY INVOLVEMENT

Chair: United Way – Colorado Business Council

Past Committee Member: Texas Hospitality and Lodging Association

Past Volunteer: DeKalb Convention and Visitors Bureau • Springfield Convention and Visitors Bureau

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