**CARY BRADLEY CMP, CMM**

 (310) 871-4774 carybradley82@gmail.com

**Vice President –Hospitality Operations, Sales and Event Management Special Events - Project Management - Training - Risk Management – Insights- Recruiting- Coaching – Training & Development – Key Performance Indicators’ - Turnarounds - Acquisitions - Special Events - Team Building**

An award-winning executive with experience managing large teams and programs for both providers and corporate users of hospitality, lodging and travel services. Especially effective in change management, improving company and staff performance and moral while leading multi-site, multi-cultural teams.

Strengths include…

* **Consistently delivering solutions, revenue, operational efficiencies, and measurable results**
* **Demonstrating financial management acumen to deliver against short and long-term goals**
* **Applying strong analytical expertise to drive up- and down-stream performance**
* **Building and leading productive, low-turnover self-reliant teams**
* **Balanced approach to people, profit and pride**
* **Managing projects, people and objectives with finesse and detail**
* **Generating internal and external customer loyalty**
* **Operating with a natural passion for corporate, social and individual accountability**
* **Planning and executing special events flawlessly**
* **Providing client experiences that exceed expectations and drive repeat and referral business**
* **Ensuring that the most minute details are well handled**
* **Anticipating and providing for unexpected needs and contingencies**

Bachelor of Science, University of Houston - Hilton College in Business/Hospitality Hotel and Restaurant Management. Excellent interpersonal, presentation and communication skills. Center for Creative Leadership- Looking Glass Experience

**History and Highlights**

**Senior Director Events and Catering Sales- Americas**

Hilton

**2004 to present**

Responsible for directing, leading and setting strategy for corporate-owned, full-service hotels in the Americas. In charge of a staff of 600 management, professional and support personnel. Serve as subject matter expert for convention and resort catering sales and event services teams.

Provide guidance in leadership, administration, oversight, sales strategy, forecasting, solicitation, branding, standards, coaching and training, recruitment, customer loyalty, revenue, reporting, business plans, succession planning, performance improvement and performance measurement. Participate in sales calls, site inspections and customer meetings. Closely partner with external customers against key deliverables.

* **Develop catering sales and event management professionals.** Catering Sales and Event Management directors and managers are responsible for $1.6B in group rooms’ execution and management, and $1.4B in group and local food, beverage and ancillary revenue streams. To strengthen these important segments, created learning opportunities. Three examples include…
	+ LEARNING WEEK: BUILDING EXPERIENCES - a 9-week, 16-city road show across key markets in the Americas delivering training to 400 managers face-to-face followed up with virtual online team learning for an additional 200. Focused on creating experience proposals to increase customer experiences using value selling principles and event proposals for group and social business.
	+ LEARNING WEEK: ALIGNMENT, PRODUCTIVITY, RESULTS and REVENUE - a one- week road show hitting each time zone in major markets delivering both face-to-face and virtually content focusing on principles to drive revenue and forecasting results.
	+ LEARNING WEEK: MEET NOW - a live event, plus social and location-based services enabling event engagement to take place both virtually and face to face.
* **Reversed decline for group contribution, average check in increased forecast accuracy.** During 2014, total group catering contribution was stagnant. Created a process to analyze bookings in the largest hotels to increase incremental revenue and provide better forecasts. Took a one-team approach including executive leadership, sales, revenue management, and operations. Restored growth and attained better forecasts.
* **Bolstered and modernized internal and external communications**. Partnered with Cendyn; a company that leverages data to unlock value, opportunity and efficiency. Created a suite of tools that has evolved to include eMenus, eBrochure, eProposal, ePlanner and eXperience. Meet bi-annually to work on enhancements, training and measurement moving from adoption to richer utilization.

**Director Operations- Pacific Region**

Carlson Marketing Group

**2003 to 2004**

*Carlson Marketing, the world’s leading relationship building company, designs and delivers loyalty programs that drive acquisition, retention and measurable results for many industries including travel and hospitality.*

Directed Pacific Region Relationship Travel and Event Solutions and Incentives Management operations. Led a 12-person team of account managers, program managers and contractors located in two regional offices. Earned Travel Person of the Year 2003.

In charge of all areas of operations from design, development, creative, to event delivery for all types of events across various industries. Responsible for ensuring that best thinking, resources and solutions are applied to every event, exceeding customer expectations.

* **Managed a massive project. Selected to manage** migration of all services from the Pacific Region office in San Francisco to Minneapolis. Partnered with human resources, legal and each discipline to facilitate the transition while leaving a core satellite office in San Francisco for Western Region business.

**Account Manager**

Carlson Marketing Group

2000 to 2003

Promoted and given responsibility for client and operations management that encompassed all facets of travel event management. Planned and conducted site inspections with clients to many locations. Coordinated creative, graphics, registration, air, customer service, mail room, travel fulfillment, client communications, travel operations, information technology and web development, marketing, measurement, accounting, travel operations and sales.

* **Overcame a crisis**. Managed a 30-person team for an Oracle event with 3,000 participants on Maui on 9/11. When the towers were hit, a third of the participants were already on Maui, a third were in the air and a third had not embarked. Coordinated communications with hotel, air, registration, vendor partners and customers to manage through the situation. Continued the event in amended format with the attendees that had already arrived. Met the needs of those in transit and communicated with those that had not left home.

**Program Manager**

Carlson Marketing Group

1998 to 2000

Accountable for planning, logistics and on-site management of international and domestic incentive programs and conferences. Served as direct liaison with hotels, ground operators and other suppliers and planning. Managed all program details. Negotiated pricing, created registration programs and web sites; planned menus and special events on and off premise.

* **Managed change smoothly**. Synopsys Inc. held two programs a year. One is for their global sales, and the second for senior leaders and customer partners. When the business owner, who previously had managed everything, decided to have procurement manage the event, achieved a balance **between** cost savings and customer experience. Worked with Synopsys business owners and purchasing to select destinations, hotels, airline partners, destination management companies and others to deliver programs that met revenue objectives, cost savings goals and attendee expectations.

**Director Food Service- Intuit Corporation**

Sodexho Marriott

1997 to 1998

Managed sales and operations for a key contract food service account. Developed and implemented time and cost-effective kitchen procedures. Created promotions and promotional give-a-ways to increase business. Accountable for all financial numbers including payroll, accounts receivables/payables, collections, inventory and reconciliation. Hired, trained, managed and retained a staff of 11 hourly employees. Consistently met and exceeded budget goals.

**Traveling Account Director**

Sodexho Marriott

May to August 1997

Upon relocation to California, functioned as an internal consultant. Traveled to collegiate accounts, including Northern Arizona University, Monterrey State University, San Francisco State University and various smaller business and industry accounts, including Applied Bio Systems and Hewlett Packard in the Bay Area. Provided relief management, new semester openings, assistance with accounting procedures, planning of special events, plus creating and costing new menus and food service programs.

**Director of Catering, Traveling Trouble Shooter**

Sodexho Marriott

1994 to 1997

Responsible for all catering and special events for the University of Missouri. Increased sales from $250K to $1M. Worked closely with different colleges on various events to include Law School Reviews, Commencement, Homecoming, Dental School Continuing Education Programs, community awareness programs and fundraisers held on campus. Managed a full time, part time and contract staff of up to 40 people.

**Earlier**, employed as Catering Sales Manager by Hyatt Regency Denver Tech Center and as Catering Sales and Convention Services Manager at the Radisson Hotel – Denver. Stouffer Hotels and Resorts Management Trainee and Restaurant Manager.

**Professional Organizations:**

Convention Industry Council Board member

* Representing ESPA for the Certified Meeting Professional designation

Rocky Mountain Chapter-Hosteling International Board Member

International Standards Organization Committee member supporting ISO Standard 20212 for Event Management

Green Meetings Industry Council

Event Services Professional Association

Meeting Planners International

Professional Convention Management Association

National Association of Catering Executives

Center for Creative Leadership: Leading for Organization Impact-The Looking Glass Experience 2013 Class

Toastmasters International