

Derek Sommerville

DS Hospitality LLC 816-752-2116 derek@dshospitalityllc.com

Career Objective:

I am an experienced hands on General Manager with over 25 years of experience in Operations and Sales in the hotel industry and looking to further my career with a great company! I have strong communication skills, very organized, multi-tasker and team builder. I believe in leading by example to ensure my team is trained properly and taking care of our clients.

Technical Summary and Certifications:

- MS Office, Power Point, Word, Excel, Office, People Soft Skills
- Google Analytics, Adobe Systems and Sales Pro
- Marriott Sales Edge Certification
- Opera, Merlin, Fosse and Hyatt Connect proficient
- IHG, Marriott, Hilton and Hyatt Place GM and DOS Certifications

Professional Experience:

DS Hospitality LLC – Regional Director of Sales and Marketing 2017 - Present

- Responsible for Sales and Marketing of 12 hotels across the country for IHG, Marriott, Hilton and Choice with remote access working from home
- Multi task daily making prospecting calls, responding to all RFP and Meeting Broker leads as well as incoming calls to the property
- Conduct Parking Lot Shops, SWOT analysis and Marketing Plans
- Conduct Weekly Sales Calls with the properties to update on Sales progress
- Prepare End of Month reports for ownership in a timely manor
- Conduct Sales training with Front Desk and Sales Staff

Crestline Hotel and Resorts – General Manager Hyatt Place 10/2016 – 6/2017

- Responsible for all daily, weekly and monthly reporting including payroll, AR, AP, HR and Sales recaps to ownership. Review monthly P&L report for any discrepancies.

- Work closely with Sales to ensure forecast is being achieved and rate integrity is achieved. Lead bi-weekly sales calls with our Revenue Management team to ensure we are on the same page with our ADR and RevPar goals.
- Work closely with Housekeeping by checking 10 rooms per day, making sure scheduling is done properly as to have no overtime and monitor inventory levels keep consistent PAR levels.
- Work closely with the front desk to ensure all accounting is done correctly and review scheduling to ensure no overtime is met.
- Conduct daily huddles with all team members to ensure we are all on the same page with Marriott standards and the expectations of our customers.
- Attend monthly Chamber meetings and any networking events
- Responsible for responding to all guest surveys on Trip Advisor, Google and Guest Voice within 48 hours.
- Responsible for recruiting, hiring and training all new associates

Pillar Hotels and Resorts – General Manager Residence Inn

4/2014 – 10/2016

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- Conduct daily huddles with all team members to ensure we are all on the same page with Marriott standards and the expectations of our customers.
- Attend monthly Chamber meetings and any networking events
- Responsible for responding to all guest surveys on Trip Advisor, Google and Guest Voice within 48 hours.
- Responsible for recruiting, hiring and training all new associates
- In charge of \$1 million renovation to include all common areas, 90 Suites and exterior
- 18 Consecutive months of exceeding budgeted Occupancy, ADR and RevPar

SEP

First Call Hospitality – General Manager Holiday Inn and Suites / HGI OP

5/2010 – 4/2014

- In charge of all daily reports including payroll, AR, AP and P&L Reviews

- In charge of overseeing a Sales team of 4 to ensure Sales goals are being met in line with budget, outside calls and networking events.
- Attend all weekly Revenue Management calls to ensure we are all on the same page and to set our rate structure versus the comp set. Assist in SWOT analysis and comp set drive thru to capture any business we could.
- In charge of our monthly sales call “LOCK INN” to ensure our team made 100 qualified calls in one day by locking ourselves into the meeting room.
- 2011 Kansas City award winner for “Best of the Local Business” in Kansas City
- Oversee \$1 million renovation to include all common areas, meeting space, guestrooms and exterior.
- Responsible for monthly service scores and ensuring hotel is consistently above IHG brand standards
- Work closely with Food and Beverage to ensure no overtime, food cost stay under 28% and beverage costs stay below 23%
- Work closely with housekeeping inspecting 10 rooms each day and schedule reviews
- In charge of Employee of the month luncheons for recognition in front of all peers
- 23 consecutive months of exceeding budgeted Occupancy, ADR and RevPar

First Call Hospitality – Director of Sales Holiday Inn and Suites Northeast 5/2009-5/2010

- Responsible for submitting annual revenue budget including room nights, ADR and RevPar. Consistently achieved 160 per month call goals including inside, outside and site tours. Oversee hotel website to ensure all content was accurate including photos, rates and content.
- Extensive knowledge of Opera, Holidex and Perform
- Conduct monthly sales blitzes to include 5-mile area of the hotel as well as all feeder cities – Omaha, Wichita, St. Louis and Columbia
- Responsible for accuracy of all BEO, Group pick up, invoicing for commissions and all weekly sales staff packets.
- Conduct weekly hospitality committee meetings to ensure excellent customer service from front desk and banquets to all of our groups
- Once a week participation in “lobby lizard” duties in the morning to greet all of our guests and pour coffee
- Conduct SWOT analysis on the comp set to include overnight stays and parking lot drive thru to find any potential business
- Member SGMP, MSAE, KCGTA and Kansas City Hotel and Lodging Association

Sage Hospitality – Director of Sales and Marketing Holiday Inn Plaza 1/2008 – 5/2009

- Responsible for all Corporate group, Corporate Transient and Sports teams on the plaza – 250 room 12,000 sq ft meeting space hotel

- Maintained call goals of 180 per month
- Member SGMP, MSAE, KCGTA
- Conduct monthly sales lock in to call on 100 qualified accounts
- Consistently exceeded budgeted revenue at a property that had not been renovated for 10 years and still able to maximize ADR.
- In charge of weekly revenue calls with ownership as well as annual sales revenue for budget

Sage Hospitality – Senior Sales Manager Sheraton Hotel Sports Complex 12/2003 – 1/2008

- Responsible for all Government and Association groups for 374 room 30,000 sq ft meeting space hotel
- Member SGMP and MSAE and traveled to Jefferson City once a month for both Government and Association business. Also traveled to San Antonio regularly for SATO and Fed Rooms presentations
- Participated on all weekly revenue calls, budget meetings and GM roundtables
- Group Sales and Event Planning certification with Sage Hospitality
- Consistently met sales goals in revenue and ADR for 3 consecutive years

Leisure Hotels and Resorts – General Manager Hampton Inn and Suites / Holiday Inn Express

/ Staybridge Suites Columbia, Mo 5/1994 – 12/2003

- In charge of all operations and sales efforts for all 3 properties including annual budget presentations, Sales and Marketing Plans and Capital expenditures
- Part of Opening team for Staybridge Suites
- General Manager of the year for Leisure Hotels – 1999
- Internal Audit School certification – Leisure Hotels

United States Navy

1988-1992

- Operation Desert Storm Veteran
- Sea Service Award Winner
- Engineering “A” and “C” School certification