



CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council

DATE: October 27, 2014

FROM: John McDonough, City Manager

AGENDA ITEM: Consideration of Approval of the Appointment of a Member to the Hospitality Board of Directors (Alex Morales)

MEETING DATE: For Submission onto the November 4, 2014, City Council Regular Meeting Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

Resolution
Resume

CITY MANAGER APPROVAL: _____

PLACED ON AGENDA FOR: **11/4/2014**

CITY ATTORNEY APPROVAL REQUIRED: () YES () NO

CITY ATTORNEY APPROVAL: _____

STATE OF GEORGIA
COUNTY OF FULTON

**A RESOLUTION TO APPOINT A MEMBER TO THE SANDY SPRINGS
HOSPITALITY BOARD**

BE IT RESOLVED by the City Council of the City of Sandy Springs, Georgia, while in regular session on November 4, 2014, as follows:

SECTION 1. That Alex Morales be appointed as a new member of the Sandy Springs Hospitality Board; and

SECTION 2. That the appointee shall be eligible for re-appointment upon nomination by the Mayor and confirmation by the City Council; and

SECTION 3. That this resolution shall become effective upon its adoption.

RESOLVED this the 4th day of November, 2014.

Approved:

Russell K. Paul, Mayor

Attest:

Michael D. Casey, City Clerk

(Seal)

ALEX MORALES

900 Legacy Park Drive
Lawrenceville, GA 30043

alex.morales@charter.net
Phone: (678) 986-4483

Director of Sales and Marketing, with a strong and extensive background in the hospitality industry. Hard working, self-motivated, dedicated and resourceful with proficient computer skills. Strategic and analytical focus in generating new business and maximizing all revenue opportunities from current markets in order to run profitable results. Strong leadership skills with the ability to motivate and maintain a great relationship with all team members to ensure peak performance.

CORE STRENGTHS

New Account Development	Training and Mentoring	Computer Proficiency
Field Marketing	Increase Market Share	Revenue Management
Talent Recruitment	Social Media and Field Marketing	Action Plan Development
Group Business Development	Business Travel	Catering and Event Planning

PROFESSIONAL EXPERIENCE

Sheraton Atlanta Perimeter North - Atlanta, GA
Director of Sales and Marketing

May 2012 – Present

142 Traditional Guestrooms
5,000 sq. ft. of meeting space

Increased ADR, Occupancy and RevPar for 10 straight months since June of 2012 with a strategic campaign of Business Travel rate increases, new group sales and catering guidelines, aggressive prospecting with high capture rate, and revitalized training in personalized service and delivery.

- Responsible for motivating and educating sales team about selling strategies, market shifts and trends and assist as needed in site visits to help close the sale.
 - Review and approve all contracts and turnovers before being sent to Convention Services to ensure all pertinent information is available for a smooth transition to the Operations team.
 - Collaborate with CRM to evaluate business opportunities and provide pricing and inventory guidance to sales team using TLGO, TLPE, Marketvision and STR.
 - Ensure that Reader Board services are used on a daily basis to acquire new business and move market share through daily business review and accountability.
 - Ensure strategies of ownership are consistent with the dynamic needs and goals of the property in order to drive profitable business results both short and long-term.
 - Motivate team to capture more business through enhanced proposals, special events and personalized site inspections accordingly to the needs of the customer and in the brand voice.
 - Develop and manage all property collateral including websites, photography, brochures, sales kits, etc.
 - Partner with the Field Marketing team to best position and uniquely sell the property through a variety of on-line promotions and traditional advertising initiatives.
 - Manage and ensure strategies for Social Media and P. R. are in line with brand and is effectively targeting the demographics of the hotel guest.
 - Continued active involvement with ACVB, local chapters of MPI, PCMA as well as government entities.
 - Working with Owners on executing PIP's and renderings for new and additional meeting space.
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Hyatt Regency Hotel - Atlanta, GA
Sr. Sales Manager

May 2011 – April 2012

1,260 re-styled guestrooms as of December 2011

180,000 sq. ft. of meeting space with a 30,000 sq. ft. Centennial Ballroom (Largest Hotel Ballroom in Georgia)

Solicited and generated new and existing business by targeting specific markets and territories. Prepared and presented clients personalized hotel proposals, marketing collateral, contracts and conducted creative site visits that were specific to the client's needs.

- Maximized revenue by selling hotel guestrooms, food & beverage services and meeting/banquet space by qualifying the group and offering the best deal for both the hotel and client.
- Attended tradeshows and organized local and regional sales calls with prospective clients.
- In charge of overseeing the S.M.E.R.F., Associations & Corporate market from 75 – 300 rooms on peak and then transitioned into overseeing the East Coast Association market from 100- 2,900 rooms on peak including citywide accounts.
- Helped sell through a \$65 Million major renovation of hotel's public space, meeting space and guest rooms.
- Participated and conducted several sales and event meetings.
- Member of GSAE and part of advisory board

Crowne Plaza Ravinia – Atlanta, GA
Sr. Sales Manager

February 2010 – May 2011

495 Traditional Guestrooms

32,000 sq. ft. of meeting space

- In charge of soliciting and generating new business for this IHG supported property.
- Helped to develop and facilitate repeat business and increase market share by acquiring business from the competitive set.
- Provided support and advice to other sales managers and helped the Director of Sales with weekly reporting, marketing collateral and content updates to vanity website.
- In charge of overseeing the Associations Market from 25 rooms to 400 on peak and citywides.
- Consistent closer with proven track record.
- Achieved over 100% of my individual goal since February of 2010.
- Helped to implement selling techniques that are adaptable to new technology and current state of economy.
- Member of GSAE & GaMPI

Hilton Hotels – Atlanta, GA
Sales Manager

February 2006 – February 2010

Downtown

1,242 re-styled guestrooms as of December 2008

120,000 sq. ft. of meeting space

Airport

507 Traditional Guestrooms

34,000 sq. ft. of meeting space

Hired as a Conference Center Sales Manager for the Hilton Atlanta (Downtown). In charge of managing the S.M.E.R.F., Corporate, Associations and Government markets. Later promoted to the Hilton Atlanta Airport as their Corporate and Association Sales Manager.

- Solicited and generated new and existing business by targeting specific markets and territories.
- Prepared and presented clients personalized hotel proposals, marketing collateral, contracts and conducted creative site visits that were specific to the client's needs.
- Helped sell through a \$45 Million major renovation of hotel's public space, meeting space and guest rooms.
- Consistent closer and able to maintain relationships with key clients in order to achieve Total Account Management.

- Achieved over 100% of my individual goal since September of 2006.
 - Received Chairman’s Award for being in the top 10% of the Company – 2008.
 - Award Recipient for the 2009 southeastern solicitation sales challenge.
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EDUCATION

Gwinnett Technical College

Associates Degree in Hotel, Restaurant, and Travel Management
Graduation - June of 2003

COMPUTER SKILLS

Outlook, Word, Excel, PowerPoint, Publisher, Acrobat, and Photoshop (Google Business – Cloud based)

HOTEL SOFTWARE: Galaxy/Lightspeed, TLPE, RDP, TLGO, DELPHI, Lanyon, Trust You, ENVISION, Opera, Springer Miller, SMS Host & POS, MARSHA, PMS, LMS, Encore & Nightvision.

PROFESSIONAL AFFILIATIONS

Member of the Georgia Society of Association Executives
Member of the Grand Strand Golf Society
Latin American Chamber of Commerce
GaMPI
SGMP

LANGUAGES

Able to speak, read & write English and Spanish fluently.

ACTIVITIES

Golf, Tennis, Racquetball, Squash, Soccer

REFERENCES

Rosie Stevens: <i>Regional Sales Director, Gansevoort Hotel Group</i>	Tel: (770) 395-7700
Juan Garcia: <i>Area Director of Sales & Marketing, Hiltons of Washington</i>	Tel: (202) 328-2080
Gail Henkin: <i>Vice President, HelmsBriscoe</i>	Tel: (770) 338-5934
Jennifer McGranaghan: <i>Associate Director of Sales, Hyatt Regency Atlanta</i>	Tel: (404) 408-7697
Aaron Spurgeon: <i>Senior Sales Manager, Melia Hotel Atlanta</i>	Tel: (678) 425-6020
Steve Richardson: <i>National Sales Manager, Loews Atlanta</i>	Tel: (404) 745-5000