

VINCE FRANCO

📍 8 Indigo Run, Villa 888, Hilton Head Island, SC 88888 📞 Home: (888) 888 8888 Mobile: (888) 888 8888
✉️ vfranco24@gmail.com

~ (JOB POSITION) ~

Experience Building Start-Up, Turnaround & High-Growth Companies

*Facilitate Corporate Change & Build Strategic Partnerships Skilled
Relationship Manager/Customer-Driven Management Style*

SUMMARY

Experienced and skilled General Manager with expertise in hotel management, food and beverage operations, vendor relations, profit and loss management and guest services operations. Proven background in improving operational turnaround. Recognized as an efficient manager and team player who generates significant growth in hotel revenue and effectively motivates personnel to provide superior customer service. **Areas of expertise:**

- Business Operations
- Sales & Marketing
- Financial and Accounting
- Construction Management
- Payroll Management & Budgeting
- Forecasting
- Profit & Loss Statements & Assets
- Team Building
- Renovations
- Staff Training & Supervision
- Incentives
- Engineering

CORE COMPETENCIES

- *Excellent long history in taking a business to the "Next Level of Excellence"; A great success at "Turnaround Situations" which results to big revenues and profits*
- *Extensive experience in Management, Human Resource Training and Development, and Floor Management consistently assuming increased responsibilities*
- *Strong leadership and motivational skills; proven ability to quickly build rapport, establish trust, train and motivate people of all levels to achieve their maximum potential while attaining corporate objectives*
- *Recognized for professionalism, positive mental attitude, commitment to excellence, and demonstrated ability to communicate and interact effectively with senior management, associates, and customers - Nominated as one of the top 5 Food and Beverage Directors in the City of Chicago*
- *Proven success in leading teams and developing professional skills in others*
- *Create and maintain excellent relationships with clients and colleagues*
- *Clearly assess problems and suggest viable solutions to benefit all involved parties*
- *Skilled in handling all facets of operational management including customer service, sales/marketing, and engineering*
- *Computer skills include - full training on Opaque and Non-Opaque Booking Channels and GDS Platforms, The David Knox 6 part SALES workshop's, Publisher ENCORE, Landmark, HIS, Lotus 123, Microsoft Word, Excel, and Outlook, On Q System 21 release 5. OSHA Certified, and Lifetime Ecolab sanitation certification*

CAREER OVERVIEW

MAINE STREET INN & SPA ■ HILTON HILLS, SC

GENERAL MANAGER

2006

- Conduct Feasibility Study with focus on transforming the business into fractional ownership
- Utilize Opaque and Non-Opaque internet sites and hotels own web page to inform the hotel along with Revenue Maximization models, MLOS, Regret/Denials, Rate Yielding and Feature/Benefit selling in front office and reservations to augment conversion ratio's on inbound calls
- Manage daily sales calls and engineering
- Process centralized accounting procedures

Key Accomplishments:

- Administered Renovation Plans and design, schedule, bids, construction, cash flow and punch lists
- Hotel profitability in 15 months
- Highest CSI index at 97%pts. of entire company

HAMPTON INN GREEN PLAINS ■ GREEN PLAINS, NEW YORK

GENERAL MANAGER

2004 - 2005

- Implemented company culture and brand standards of both Hilton & Alliance Hospitality
- Established "Team Development" and "Strategic Revenue Practices" to re-gain market share against strong competitive set
- Worked daily with Revenue Maximization Model

Key Accomplishments:

- Achieved annual revenues of \$6 Million with more than 50% GOP flow through - this was a hotel that needed full attention for Revenue Yield Management
- Drove YTD occupancy percentage past 80% points, Smith STAR report for rate, and RevPar to a penetration index past 100% points

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HILTON INN ■ HILTON HEAD ISLAND, SC

GENERAL MANAGER

2004 - 2005

- Decreased Hilton's improvement plan from 8 pages to 1 page, finalized renovations and property improvement plan

Key Accomplishments:

- Played an integral part to save the "Hilton Flag" from extinction – the owner maintained it's \$5.5 million dollar selling price
- Increased SALT scores rating from guests starting 20% points to mid 60's% points in 4 months and in 6 months by 70's% points
- Achieved 99.5% points on "Cleanliness", 94.5% points on "Brand Standards", and 78% points on over all building appearance
- Nominated at Hilton Conference in 2005 as most improved Hampton Inn
- Certified Hampton General Manager

REED & NICHOLS REALTOR ■ KANSAS CITY, KS

LICENSED RESIDENTIAL AND COMMERCIAL REALTOR

1999 - 2004

- Organized and scheduled all inspection on the site

Key Accomplishments:

- Worked closely with a team of 3 realtors – produced over \$10 million dollar in residential sales volume
- Consulted on the purchase and renovations of 1970's style Holiday Inn Holidome (153 rooms) and a second Holiday Inn Holidome (300 rooms) – converted to a new higher quality Radisson Prototype

GENERAL MANAGER, (OPENING HOTEL)

WYNDHAM GARDEN HOTEL WILMINGTON ■ WILMINGTON, DE

1997 - 1999

- Managed all facets of Hotel administration such as Sales, Engineering, Rooms and Food & Beverage Departments, Forecasting, Budgeting, and Payroll management
- Coordinated all renovations of newly bought property totaling \$9 million in improvements, pre-opening sales and recruitment efforts with a budget of \$235,000, and PMS conversion for rooms operations and total organization of F/B restaurants and catering to Wyndham strict SOP guidelines
- Trained hotel managers and staff applying Wyndham SOP Standards
- Forecasted weekly and monthly budgets

HOTEL NIKKO NEW YORK ■ NEW YORK, NY

DIRECTOR OF ROOMS DIVISION / DIRECTOR OF FOOD AND BEVERAGE

1987 - 1996

- Managed all aspects of guest room operations such as housekeeping, front office, reservations, guest services, Security, PBX, concierge, guest relations, gift shop, business center and daily service to all condominiums residents
- Performed administrative functions such as budgeting, forecasting, revenue and payroll management

Key Accomplishments:

- Achieved \$45 million dollar revenue budget
- Patterned Housekeeping Standards to Nikko Hotels International high standards
- Wrote rate yield based system for revenue management, amplified Smith STAR positioning in competitive set rank from last of 7 to 4th position. Increased occupancy to 83% points after two years - Increased rate from \$198 to \$234
- Renovated the entire guest rooms in one year with no loss in revenue
- Honorary member of the New York Secret Service in visits from Israeli Prime Minister and Mossad
- Attended to High Profile guests who lived in the hotel; David Bowie, Liza Minnelli, Sumner Redstone

EMPLOYMENT HISTORY

HOTEL NIKKO CHICAGO ■ CHICAGO, ILLINOIS

DIRECTOR OF FOOD & BEVERAGE

1992 - 1995

ASSISTANT DIRECTOR OF FOOD & BEVERAGE

1989 - 1992

DINING ROOM MANAGER

1988 - 1999

PRIVATE DINING MANAGER

1987 - 1988

EDUCATION

B. S. IN HOTEL ADMINISTRATION

- UNIVERSITY OF NEVADA, HOTEL COLLEGE, LAS VEGAS, NV

RECIPIENT, STOUFFER SCHOLARSHIP

- SUMMER STUDY PROGRAM: ECOLE HOTELIER, LAUSANNE, SWITZERLAND