

Area Commission Membership Registration

	A	B	C
1	FIELD Legistar <u>Near East Area Commission</u> (enter the name of the Commission)	CURRENT INFORMATION Legistar <u>Change of address/tele number</u> (note action required - appointment, reappointment, resignation, informational change notes)	NEW INFORMATION (1) Please print new information clearly, <u>OR</u> (2) Place a “check” in these boxes if member is re-elected and information is unchanged (3) Do not forget to update “Term Expiration” for re-elected members
2	First Name	Loren	
3	Last Name	Stone	
4	Title		
5	Address	1036-1034 Oak St	
6	City	Columbus	
7	State	Ohio	
8	Zip Code	43205	
9	Home Telephone	614-547-3520	
10	Work Telephone	614-221-7731	
11	Fax Number		
12	Email Address	Loren@stoneinternational.com	
13	District/Designation	District III A	
14	Term Start Date	July 1, 2015	
15	Term Expiration	June 30, 2018	
16	Seat Succession	Matthew Goldberg	

LOREN CHRISTOPHER STONE

Columbus, Ohio 43205 • Office (614) 221 – 7731 • Loren@StoneInternational.com

PROFESSIONAL EXPERIENCE

STONE INTERNATIONAL, Columbus, OH

May 2003 to Present

Entrepreneur and Founder

Stone International (SIH) includes a host of brands from hospitality property management and real estate development to technology, creative and innovation companies

SIH was founded for business development, strategic planning, consulting and providing a catalyst for ideas and entrepreneurship to flourish.

MURPHY COMPANY, Columbus, OH

April 2011 to Present

Chief Executive Officer, President and Owner

Murphy Company, a 68-year-old distributor of products and services in graphic arts, technology, and third party logistics (3PL). A new division was added as part of the turnaround strategy, while upgrading the technology network infrastructure. A corporate office in excess of 40,000 square feet with 12 staff.

Entered the beauty and wellness market as a distributor of hospitality and wellness products and services through Be Well Marketplace, TheSpaMarketplace.com and AestheticMarketplace.com.

- In year one, successful turnaround strategy implementation: reduced the expected gross revenue loss by **50%**; monthly average accounts receivables, 61+ days from **26% to 6%**, 30 – 60 days from **30% to 17%**; a budget savings of **30%** through the renegotiation of contracts and the reduction of operating expenses; increased profitability by **4%**.
- Spearheaded the complete infrastructure overhaul and development of: an enterprise resource planning business management software (ERP), a virtual warehouse, customer acquisition and database system, website, and the addition of ecommerce platforms and marketplace(s) within a year's time.
- Strategic planning and implementation for new market development; turnaround plan; budget controls; brand and content creation; global sales growth.
- Year one, Loren Stone and team were recognized as leaderS and semi-finalist for technology innovation in the Midwest.

SOVEREIGN HOSPITALITY, Breckenridge, CO

March 2004 to 2014

Chief Executive Officer, President and Owner

Sovereign Hospitality is a management and development company for three to five-star resorts, hotels, condominiums, luxury homes, spa, conference properties in North and Central America; casual to award winning fine dining restaurants; marina, mixed use developments

- Property highlights: increased gross operating profits by **340%** year one, **150%** year two (The Lodge & Spa at Breckenridge); increased gross revenues by **90%** year one (El Santuario Resort & Spa); developed and managed individual budgets up to \$30mil.
- Received accolades from: Fodor's, Condé Nast, Expedia Insider's Select, World Travel Award, International Spa Association, Summit County Chamber to name a few.
- Extensive International business experience on six continents and over 29 countries: refined skills of communication, sensitive cultural situations and global relations; expanding markets; compliance with government regulations.

- Responsibilities included: planning and real estate development, global marketing and sales; brand management and spokesperson; acquisitions and contract negotiations; owner relations; strategic planning; asset, project and revenue management; finance, bankruptcy, receivership and cost control; development and design; and operations.

THE LODGE & SPA AT BRECKENRIDGE, Breckenridge, CO

June 2003 to May 2009

**General Manager (May 2005 to June 2009)/Director of Sales and Marketing (June 2003 to June 2009);
Property Management and Development Representative**

A Fodor's Platinum Choice hotel, 46-rooms, spa, conference facility, award winning fine dining restaurant with luxury chalets and condominiums. Condé Nast "Top 50 Ski Resorts", Expedia Insider's Select, Summit County Small Business of the Year.

- Part of the planning and development team for a \$50mil renovation and expansion project.
- Increased gross operating profits, year one, by **340%**, year two, by **150%**; and guest satisfaction by **50%**.
- Increased revenues by **50%** per average room night and **200%** in lodging gross revenues.
- Complete rebuild and development of: revenue and operational programs; property management system; reservation and operational systems.
- Improved brand awareness and new market development by **400%** through marketing and collaborative partnerships. Established market position in the top three in lion share amongst 100+ Breckenridge lodging companies; and recognized as an award winning premier fine dining restaurant

EL SANTUARIO RESORT & SPA, Valle de Bravo, Mexico

January 2007 – January 2008

Co-General Manager/Director of Sales and Marketing

A World Travel Gold Award resort with 64-luxury suites, 20,000 square foot spa, 60,000 square foot conference facility, golf, marina and residential community. This became a Sovereign Hospitality managed property.

- Provided operational leadership to this internationally acclaimed five-star hotel with a staff of 150.
- Increased gross revenues by **90%**, year one; developed property management and guest service system; implemented yield management, concierge and customer service programs.
- Increased employee productivity and improved guest service levels, while reducing operating costs through organizational changes and process improvements. Developed dual language customer service and training program.
- Created a group sales team in Mexico City and in new global markets.

EAST WEST RESORTS, Breckenridge and Keystone, CO

March 2001 – May 2003

Director of Sales and Marketing, Regional

A regional management company with 320 studios, 1-, 2-, 3-, 4+ bedrooms, luxury condominiums, townhomes and chalets. Developed and opened the first luxury conference resort in Breckenridge in decades.

- Managed reservations, sales, marketing, conference services and Hyatt interval inventory departments. Annual budget of \$900k. Staff of 13.
- Spearheaded the event and sponsorship program, creating year-round event partnerships.
- Increased revenue by **22%**; established a new group conference segment with a **13%** increase.
- Sales and marketing program increased call conversion by **50%**; phone volume by **10%**.
- Part of development team that opened an 81-room luxury conference resort, Main Street Station. A 200,000 square foot resort, Hyatt Vacation Club, two restaurants, retail/commercial space.

VAIL RESORTS, BRECKENRIDGE LODGING & HOSPITALITY, CO**November 1999 – March 2001****Marketing Manager (Served as Acting Director of Marketing)**

Breckenridge Lodging & Hospitality, lodging division for Vail Resorts. This included ski-in/ski-out AAA Four-Star properties to budget friendly AAA Three-Star accommodations: The Village at Breckenridge Resort, Doubletree Hilton formerly the Great Divide Lodge, Breckenridge Mountain Lodge, luxury Mountain Thunder Lodge and Rocky Mountain Resort Lodging. Over 800+ bed base, seven food and beverage outlets, and year-round special events. Staff of three.

- Managed marketing, sponsorship and annual events; maintained sales, yield and marketing strategies.
- Increased revenues by **20%**. Annual budget exceeding \$1mil.
- Marketing coordinator, May 1997 – 1999

EARLY PROFESSIONAL EXPERIENCE

Employed in various progressively responsible positions in sales, marketing and operations.

PROFESSIONAL ASSOCIATIONS/ACTIVITIES

- Elected Board Member, Tyrollean Homeowners Association, 2013 – Present
- Selected as a company building for tomorrow within America, Collision, Las Vegas, May 2015
- Selected to represent as an “incredible” global technology business by The Summit organization, Dublin Ireland. Joining leading technology entrepreneurs from around the world at The Summit
- Semi-finalist, Outstanding Start-up in Technology and Innovation, 2011
- Harvard Business School, featured speaker and panelist, Hospitality & Travel Conference, 2010
- Professional Speaker Highlights: Selected Keynote for Asia Budget & Economy Hotels, 2009; International Spa Association Conference, 2008/2009; Morocco Hotel & Spa Congress, 2009
- International Spa Association Technology Task Force Chair, 2008 to 2009
- International Spa Association Technology Task Force Marketing, 2007 to 2008
- Condé Nast “Top 50 Ski Resorts”, The Lodge & Spa at Breckenridge, 2004 to 2007
- Expedia Insider’s Select Property, The Lodge & Spa at Breckenridge, 2007
- World Travel Award, El Santuario Resort & Spa, Central America, 2007
- Traveler’s Choice Award, El Santuario Resort & Spa, 2007
- Fodor’s Platinum Choice Hotel, The Lodge & Spa at Breckenridge, 2007
- Chairman, Summit County Economic Development Committee, 2004 to 2007
- Recipient of the Ben Fogle Leadership Award, Summit County, 2006
- Small Business of the Year, Summit County, Colorado, 2006
- Elected, Breckenridge Festival of Film Board of Directors, 2006, 2007
- Strategic Business of the Year, Breckenridge, Colorado, 2005
- Volunteer of the Year, Summit County, Colorado, 2005
- Two-term Elected President, Summit County Chamber, 2004 to 2005, 2003 to 2004
- Elected Vice President, Summit County Chamber, 2003 to 2004
- Elected Board Member, Summit County Chamber, 2001 to 2007
- Executive Board Member, Lake Dillon Fire Rescue Volunteers, 1999 to 2000
- Volunteer Firefighter, Emergency Medical Technician, and Engineer, 1997 to 2001

EDUCATION

- Bachelor of Business Administration, Marketing, Kent State University, Ohio
- Agency Inbound and Content Marketing Training Program
- Accepted into C.I.A., Colorado for Photography