

BRIAN ROSS

WORK OF EXPERIENCE

2012-Present Experience Columbus Columbus OH
President and CEO

- Executing Columbus' Tourism Economy Strategic Plan - 2012-2016
 - Increased RevPar ranking from 7th to 6th
 - Increased group room night production from 408k annually to 493k annually
 - Increased city-wide(1,000+ peak) convention and sporting events from 16 to 23
 - Increased bed tax from 34.1 million to 44.5 million
 - Increased private funding from \$1.3 million to \$1.8 million
 - Increased annual visitor trips from 37 million to 39.9 million
- Raised profile of tourism economy as a prolific contributor to economic development
 - \$6.4 billion in visitor spend
 - 75k jobs
- Worked with Mayor, County Commissioners, Columbus Partnership and community to secure the American Society of Association Executives (ASAE) Annual Meeting in 2019
- Member of TourismOhio advisory board

2007-2012 Experience Columbus Columbus OH
Vice President of Sales

- Manage Convention Sales, Convention Services, Membership and Tourism departments
- Led the actual vision, strategy and tactical process for majority of Experience Columbus' Aspirational Plan
- 2011 increased RevPar Index from 8th in 2007 to 7th in 2011
- Met or exceeded total room night production 4 of 5 years
- Re-deployed to add a mid-market sales position (150-550 peak) and increased room night's by 12K year over year.
- Increased new city-wide (750+ peak) convention business from 4 in 2007 to 11 in 2011
- Increased room night production by 20% - from 270K in 2007 to 324K in 2011
- Increased short-term room night production (within one year) by 46% - from 19.5K in 2007 to 28.5K in 2011
- Increased National Association room night production by 35% from 2009 to 2012
- Created business development position – contacted 525 accounts and generated 10 RFP's for 30K room nights
- Hired sales person to be based in Washington DC in 2008 and increased room night production from 2K to a projected 22K for 2012
- Hired sales person based in Chicago in 2012 and will produce a projected 4K room nights in 2012 and currently has 38K in tentative room nights
- Audited and graded over 5K accounts and redeployed sales team to focus on groups 1,200-2,500 rooms peak night with an emphasis on National Association/Corporate business
- Decreased lost business by 52% from 700K in 2007 to 334K in 2011
- Increased tourism room night production by 69% from 10K in 2007 to 17.2K in 2012
- Increased membership revenues to a record \$560K
- Strengthened CFA partnership and will receive \$200K in 2012 from CFA
- Added 3 new hotels to BDF increasing the annual revenue by approximately \$60K
- Instituted Customer Advisory Council of 22 meeting professional

- Involved community in determining quota's and sales initiatives to increase mutual accountability and additional transparency
- Implemented African American Business Development Council to increase multi-cultural Conventions, tradeshow and meetings in Columbus

2006 - 2007 Hyatt Hotels Corporation Chicago IL

Executive Director of Sales

- Responsible for overseeing 22 Hyatt Hotels on the West Coast
- Responsibilities include: increase RevPar Index, development of Director of Sales and sales team, achievement of annual budget, achievement of annual group and business travel production, attending key customer events, succession planning, group pricing and marketing
- Responsible for training all Hyatt Associate Directors of Sales on responsibilities and procedures necessary to be a successful Hyatt Director of Sales

2004 - 2006 Hyatt Regency Chicago Chicago IL

Director of Marketing

- 2,019 room convention hotel w/ 228,000 square ft. of meeting space
- Achieved over 100% RevPar Index for first time in hotel history
- Set record for most group revenue produced in 2005 of \$77 million and broke it in 2006 with \$81 million
- Responsible for training all Hyatt Associate Directors of Sales on responsibilities and procedures to be a successful Hyatt DOS
- Achieved "Sales Team of the Year" for Hyatt Hotels in 2005
- Grew group revenue produced in the year for the year by \$9 million over four years
- Exceeded group revenue goals in 2004, 2005 and 2006
- Organized sales initiatives for "Large Meeting Network" for Hyatt Hotels
- Leader in developing city initiatives with CCTB, Convention Center and hotel community for city of Chicago
- Responsible for developing marketing initiatives for Hyatt Regency Chicago including installation of 55 - 40" LCD monitors throughout hotel

2002 - 2004 Hyatt Regency Chicago Chicago IL

Director of Sales

- 2,019 room convention hotel w/ 228,000 square ft. of meeting space
- Increased RevPar Index by 7% to 97.4%
- Achieved 105% of \$51.7 million 2003 annual group budget
- Achieved \$66.5 million in future group revenue targets through 2009
- Increased the number of meeting transactions by 150 to 750 per year
- Implemented monthly space audits to release convention space and increased more lucrative short-term sales and catering revenues
- Develop and implement marketing plan with strategic tactics to increase group and transient revenues causing increased market share
- Forecasted group room blocks and anticipated revenue on a monthly/quarterly/annual basis
- Develop and manage 19 sales managers (two satellite offices) and 10 assistants/coordinators
- Monitor and assist in the sales process (prospecting, needs analysis, negotiations, closing and client relations) for all market segments
- Obtain maximum revenues by yielding pricing, group ceilings, arrival/departure patterns, length of stays and room segments

1999 - 2002 Hyatt Regency Columbus**Columbus OH***Director of Sales and Marketing*

- 631 room convention hotel w/ 63,000 square ft. of meeting space
- Increased RevPar Index by 12.1% to 105.7% in 2000 and held flat in a declining market for 2001
- Achieved 110% of \$21.2 million group budget in 2000 and 115% of \$23.6 million group budget in 2001
- Exceeded future group revenue targets through 2007 of \$33.7 million in 2000 and \$35.3 million in 2001
- Increased the number of in-house annual conventions from 22 to 28
- Developed and implemented marketing plan and strategic tactics to increase market share
- Forecasted group room blocks and anticipated revenue on a monthly/quarterly/annual basis
- Nominated for "Director of Sales of the Year" for Hyatt Hotels in 2001
- Managed and developed nine sales managers and six assistants
- Monitor and assist in the sales process (prospecting, needs analysis, negotiations, closing and client relations) for all market segments
- Obtain maximum revenues by yielding pricing, group ceilings, arrival/departure patterns, length of stays and room segments

1998 - 1999 Hyatt Regency Oak Brook**Oak Brook IL***Director of Sales and Marketing*

- 427 room hotel w/ 30,000 square ft. of meeting space
- Increased RevPar Index by 3% to 95.6% and ranked first in a very depressed suburban market
- Exceeded 1999 room budget of \$14 million by 15% or \$2.1 million
- Redeployed sales team to capitalize on location and property strengths short-term corporate, state association and primary business
- Achieved new record for in the year for the year group revenue of \$3.1 million
- Managed and developed six managers and four assistants

1997 - 1998 Hyatt Deerfield**Deerfield IL***Director of Sales and Marketing*

- 301 All Suite corporate hotel w/ 15,000 square ft. of meeting space
- Increased RevPar by \$5.23 or 6%
- Increased total hotel revenue by \$1.5 million or 15% over 1996
- Exceeded room revenue by \$1.2 million or 16% over 1996
- Surpassed 1997 annual budget by \$750K or 6%
- Managed and developed four sales managers and four assistants

1994 - 1997 Hyatt Regency Cincinnati**Cincinnati OH***Sales Manager/ Associate Director of Sales*

- 486 room downtown hotel w/ 33,000 square ft. of meeting space
- Prospected and penetrated National Primary/National/State/Regional Association accounts
- Corrected \$375K pace deficit by selling crucial distressed periods to primary and association accounts
- Achieved 175% of \$1.2 million quota in 1994/125% of \$1.5 million quota in 1995/ 180% of \$1.6 million quota for 1996
- Nominated for "Sales Manager of the Year" for Hyatt Hotels in 1995

1990 - 1994 Hyatt Hotels of Columbus Columbus OH

Sales Manager

- 631 room convention hotel w/ 63,000 square ft. of meeting space and 400 room corporate hotel w/16,500 square ft. of meeting space
- Achieved over 100% of quota for Hyatt Regency Columbus and Hyatt on Capitol Square
- Developed customer needs analysis prior to product benefits presentation while building successful partnerships

EDUCATION

1985 - 1990 The Ohio State University Columbus OH

B.S in Human Ecology

- Coursework : Marketing, sales, accounting, hotel and human resource management