



2019 Press Kit





Overview:

The HSMai Foundation is a 501(c3) organization established in 1983 to serve as the research and educational arm of the Hospitality Sales & Marketing Association International (HSMai).

Based in Mclean, Virginia, the HSMai Foundation has an extensive knowledge base of board members from leading hospitality organizations, including Terranea Resort, STR, and Horwath HTL. Over the past 35 years, the Foundation has published benchmarking studies; launched and maintained the online HSMai Knowledge Center; developed influential study guides to help hospitality professionals prepare for various industry certifications; and created future trend reports with industry partners on distribution and leadership. More than 120 careers have flourished thanks to the professional and experiential scholarships provided by the Foundation and its partners.

In early 2019, the Foundation launched a new mission to tackle head-on a compelling, timely issue the hospitality industry is facing: talent and leadership development in sales, marketing, and revenue management. The foundation's reenergized efforts include an initiative with the U.S. Chamber of Commerce Foundation Hiring our Heroes, a new partnership to help better qualify interest with AETHOS Consulting Group's respected skill assessment psychometrics, and a joint effort with International CHRIE to help better attract and educate hospitality talent. In addition, a new \$3 million fundraising campaign has been launched to help support the talent needed to continue driving the industry's top-line revenue goals and support the overall goal of the campaign to heighten business performance by building excitement around careers in hospitality.

Contact:

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The mission of the HSMai Foundation is to elevate the overall caliber and performance of sales, marketing, and revenue management professionals in the global hospitality industry by driving initiatives that will attract new talent, develop emerging talent, and engage existing talent.

ATTRACT. DEVELOP. ENGAGE.

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Meet the HSMAl Foundation Executive Leadership Team



Fran Brasseux, Executive Vice President, HSMAl, President of HSMAl Foundation

Fran Brasseux holds a leadership role within the HSMAl Foundation and provides governance and direction for its fundraising efforts, as well as work with the HSMAl Research Advisory Council to direct and facilitate the agreed-upon HSMAl Foundation research and projects. In addition to her present responsibilities with the HSMAl Foundation, she also serves as executive vice president of HSMAl.



Agnelo Fernandes, Chief Strategy Officer and Executive Vice President for California's Terranea Resort, serves as Chair

Agnelo Fernandes oversees the business strategy, branding development initiatives, and revenue optimization for the iconic Southern California resort. Fernandes' duties include managing the resort's Revenue Management, Sales, Catering, Conference Services, Marketing, Public Relations, Social Media, and Reputation Management, Resort Activities, Destination Services, and Reservations divisions.



John Fareed, Chairman, The Americas, and Managing Director of Horwath HTL, and serves as Immediate Past Chair

John Fareed is a globally recognized hospitality expert for new openings, repositioning, and turnarounds. He has spoken on the topic at industry events in Australia, Brazil, Croatia, Egypt, France, Germany, Ireland, Italy, Mexico, United Arab Emirates, United Kingdom, and across the U.S., Canada, and the Caribbean. He has appeared as an expert on national television programs, including ABC News, CNN, and Fox News Network, in publications including *The New York Times*, *USA Today*, and *The Wall Street Journal*, and has authored articles published in numerous trade journals.

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Christine High, Senior Director of Customer Insights and Corporate Strategy at Hilton Worldwide, serves as Treasurer

Christine High is a Market Research professional with 20+ years of experience and a passion for executing and glean insights from custom research solutions to address simple and complex business questions, drive competitive advantage, and improve customer experience.



Michelle Woodley, President, Preferred Hotels & Resorts, serves as Campaign Chair

Michelle Woodley is President of Preferred Hotels & Resorts. In this role, she oversees multiple departments across the company, including sales, marketing, IT, revenue management, and customer relations. She also works closely with CEO Lindsey Ueberroth on financial planning and talent management, supports the development of other strategic areas of focus within the organization, and serves as a company spokesperson.



Karen K. Wollard, Ed. D., CHDM, Kelly, Wollard & Associates, Inc., serves as Board of Directors Consultant

Karen Wollard specializes in luxury client service development, from onboarding at the entry-level to strengths-based leadership, experiential learning, and cutting-edge designs. She works with F&B, wine, beer, and culinary skill development, and her specialties include HRD, OD, research, training and trainer development, ISD, critical thinking, guest service, performance improvement, program evaluation, adult education, career development, and faculty development.

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Meet the HSMAI Foundation Board of Directors



Douglas Abbott, Director, Small Medium Enterprise, Global Sales, IHG (InterContinental Hotels Group)

Douglas Abbott is a seasoned sales professional with over fifteen years of experience at InterContinental Hotels Group, or IHG, a British multinational hospitality company with more than 5,000 hotels under its ownership. As the Director of Global Sales targeting small/medium enterprises, his current responsibilities include the creation of sales tools and steering the execution of sales and marketing programs in support of IHG's strategic goals and objectives. Abbott graduated from Transylvania University with a Bachelor's degree in English and lives in the greater Atlanta area.



Barb Bowden, Complex Managing Director, Loews Sapphire Falls Resort at Universal Orlando and Loews Royal Pacific Resort at Universal Orlando

Barbara Bowden is the Complex Managing Director for Loews Sapphire Falls Resort and Loews Royal Pacific Resort at Universal Orlando. Currently, she oversees the operation of these two resort hotels, comprising 2,000 rooms and nearly 250,000 square feet of connected meeting space which make up the Loews Meeting Complex at Universal Orlando. She has extensive experience in the hospitality industry starting her career as a front desk supervisor for The Peabody Orlando. Bowden is an active advocate for the hospitality community serving on numerous leadership boards and a graduate of Missouri State University.



Lisa Checcio, Chief Marketing Officer, Wyndham Hotels & Resorts, Inc.

Lisa Checcio currently serves as the Chief Marketing Officer at Wyndham Hotels & Resorts, Inc. Her responsibilities include leading the company's revenue generation strategy. Prior to joining Wyndham, Lisa served in various marketing positions at JetBlue Airways, with previous experience in event management. Checcio holds a Bachelor's degree in Economics from George Washington University.

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Matthew Clyde, President, and Founder, Ideas Collide

Matthew Clyde is the President & Founder of Ideas Collide, a strategic creative marketing communications firm that develops custom marketing solutions that driving results back to businesses. Over his diverse career, Matthew has worked in Fortune 500 organizations, small start-ups, and prestigious New York ad agencies, an experience which eventually led him to create his own agency. Clyde has been a Board Member of the HSMAl Foundation and currently resides in Arizona.



Dorothy Dowling, Chief Marketing Officer, Senior Vice President of Marketing and Sales, Best Western Hotels & Resorts

Dorothy Dowling is a 30-year hotel industry veteran who, as the Senior Vice President of Marketing and Sales at Best Western Hotels & Resorts, directs all marketing and sales strategies, overseeing the brand's loyalty program, advertising, public relations, e-commerce, and consumer and field marketing. Under Dowling's leadership, Best Western's loyalty program, Best Western Rewards®, has grown its membership to over 40 million members and has increased its revenue contribution percentage to hotels fivefold. Dowling was recently named the first woman president of the Global Business Travel Association in 2019. Dowling has been affiliated with HSMAl since 2002. She holds a Master's degree in Sociology from the University of Waterloo.



Ken Greger, Partner, Ward Howell International

Ken Greger currently serves as Partner at Ward Howell International, the second oldest executive search firm in the world. He actively sources and recruits top candidates to businesses of all sizes, including start-ups and Fortune 500 companies. Greger holds a Bachelor's degree in Business Administration with an Accounting emphasis from Portland State University and is a Certified Public Accountant in Oregon, Washington, and California. In addition to serving on the board of the HSMAl Foundation, he is a member of the ALIS Planning Committee.

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Warren T. Jahn Jr., HR Business Partner – AMER Commercial & Revenue Management, IHG (InterContinental Hotels Group)

Warren T. Jahn Jr. currently serves as the HR Business Partner – AMER Commercial & Revenue Management at IHG, a British multinational hospitality company with more than 5,000 hotels under its ownership. In his role, he is responsible for developing business strategies to drive revenue to the hotel. He has served over ten years at IHG, with an educational background in Hospitality Management and a Master's degree in Human Ecology from the University of Tennessee.



Kathy McCarty, CEO, International CHRIE, Council on Hotel, Restaurant & Institutional Education

Kathy McCarty is the CEO of International CHRIE (ICHRIE), a non-profit professional association, providing programs and services to continually improve the quality of global education, research, service, and business operations in the hospitality and tourism industry.



Joy Rothschild, Chief Human Resource Officer Executive, Omni Hotels & Resorts

Joy Rothschild serves as the Chief Human Resource Officer Executive at Omni Hotels & Resorts. With over 20 years of experience in the hospitality industry and human resources, she is familiar with finding the right candidates and empowering employees. She is a winner of the HSMAI GoldenBell Award. Rothschild holds a Bachelor's degree in Hotel Administration from the University of New Hampshire, where is she also a member of the Advisory Board.

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Mark Theis, Vice President, Sales Strategy & Operations, Hyatt Hotels Corporation

Mark Theis is the current Vice President of Sales Strategy and Operations at Hyatt Hotels Corporation. He is a seasoned hospitality industry veteran with extensive sales and management experience. Prior to joining the Hyatt team, Theis served as the Director of Global Group Strategy at Starwood Hotels & Resorts Worldwide, developing sales strategies ensuring revenue of over \$1.5 billion annually. Theis holds a Bachelor's degree in Communications and Marketing from the University of San Francisco.



Jon Timmon, Chief Operating Officer, STR

Jon Timmons joined STR as the Chief Operating Officer in 2016. Among his many responsibilities, he is responsible for all client data integrations and operations worldwide. Timmons has track record of integrating resources and technology with business to increase productivity and boost success. He holds a Master's degree in Finance from the University of Illinois.



Amanda Voss, Vice President, Sales, Bellagio, MGM Resorts International

Amanda Voss is the Vice President of Sales at the Bellagio hotel, part of MGM Resorts International. In this role, Voss is responsible for providing leadership and strategic direction for hotel sales and convention services at the Bellagio. Voss has 18 years of sales and operations experience, most recently serving as vice president of sales for Park MGM. Voss holds a Bachelor's degree in Hotel Administration from the University of Nevada.

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Story Angles

- **Women in Hospitality**

The HSMai Foundation is comprised of several women that hold leadership positions within global hospitality brands like Best Western Hotels & Resorts, Preferred Hotels, and Wyndham Hotels & Resorts. Having paved the way for others to follow in their footsteps and take on leadership roles within their respective organizations, these women can speak to their struggles and achievements as female executives in the ever-changing hospitality industry.

- **Extraordinary Minds in Sales & Marketing**

Many members of the board of directors serving the HSMai Foundation have an extensive background in sales and marketing in the hospitality industry. In addition to serving as mentors for others wishing to develop their sales further, marketing and revenue management careers – these board members have developed successful strategies to increase revenue and continue financial growth within their respective organizations and are available for interviews or Q&A's regarding their efforts in the global hospitality industry.

- **Military Spouse Fellowship Program**

To further advance its mission of attracting and retaining top-tier talent for sales, marketing, and revenue management careers in the hospitality industry, the HSMai Foundation partnered with the U.S. Chamber of Commerce's Hiring Our Heroes Foundation to create the Military Spouse Fellowship Program in the summer of 2019. Through this program, select milspouses that had the skills to excel in a career in hospitality received the opportunity to participate in a six-week fellowship. At the end of the fellowship, milspouses had the opportunity to receive full-time jobs – giving them the chance to utilize their skills in a flexible industry like hospitality while providing organizations the chance to fill empty positions with capable employees.

Members of the Foundation's executive leadership team are available to discuss the ideation and logistics behind this program, and milspouses that have successfully completed the program are available to discuss the benefits of the fellowship.

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The HSMai Foundation is committed to building the talent and leadership pipeline in sales, marketing, and revenue management for the hospitality industry.



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Strategic Partnerships

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**HIRING OUR
HEROES**

U.S. CHAMBER OF COMMERCE
FOUNDATION

INTERNATIONAL
CHRIE

Council on Hotel, Restaurant,
and Institutional Education

*The Hospitality &
Tourism Educators*

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Testimonials

“At the core of Preferred Hotels & Resorts’ company ideology is a commitment to engineer potential, foster trust, and co-create brighter futures. While presumably, every company is doing something to nurture ongoing education internally, there is a greater need to fuel awareness externally for hospitality as an attractive, inspiring, and fulfilling career path. We are proud to support this essential initiative and create more opportunities for current and potential candidates looking to thrive in our industry.”

- **Michelle Woodley, President of Preferred Hotels & Resorts and Campaign Chair for the HSMAI Foundation**

“Together, we are building an employment brand for the industry.”

- **Dorothy Dowling, Chief Marketing Officer, Senior Vice President of Marketing and Sales, of Best Western Hotels & Resorts and Board Member of the HSMAI Foundation**

“This is a chance to establish with an organization that can change the course of many lives.”

- **Mike Levin, Chairman and Chief Executive Officer of Georgia Aquarium and Honorary HSMAI Foundation Campaign Chair**



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