

# LEVI LESTER

3 Princess Drive, Suite # 1, Sussex, NJ 07461 • Phone: 973-555-8141 • Cell: 973-555-2674  
E-Mail: llester@earthlink.net

---

## SENIOR-LEVEL/EXECUTIVE HOSPITALITY SALES and MARKETING

*Offering superb sales and marketing skills and proven track record in hospitality industry,  
along with significant experience in brand management and development of brand standards*

---

### PROFESSIONAL PROFILE

- Progressive sales/marketing executive with 15+ years of hotel experience positioned for return to hospitality industry.
- Polished closer with intimate understanding of hotel field, expertise in new hotel openings and turnaround property situations, and the ability to oversee sales and marketing activity for a growing company.
- Exceptional communicator who excels at delivering presentations and maintaining customer relations with national accounts.
- Entrepreneurial achiever with extensive skills and experience selling nationally and regionally.
- Strong leader with proven ability to teach by example, as well as direct sales managers and administrative staff while interacting with all levels of management.
- Strategic marketer with experience in managing and implementing budgets and plans.

### PROFESSIONAL AFFILIATIONS, AWARDS, and DISTINCTIONS

- President, NJ Chapter, HSMIAI, 1993-1996.
- Recipient of numerous advertising honors, including Gold awards for Brand Marketing, Franchise Marketing, Frequent Guest Program Marketing, and Brand Identity
- RMA Marketer of the Year, 1994
- Published author and frequent guest speaker at numerous association and corporate functions

### PROFESSIONAL EXPERIENCE

**Vice President, Marketing, T.J. Kelly Electrical Contractors, Inc.,** Sussex, NJ, April 2002 to Present

- Oversee all direct sales and marketing efforts of this small, privately owned, independent electrical subcontractor that provides services to owners/developers, general contractors, and construction-management companies.
- Generated approximately two invitations to bid weekly from account base by playing key role in bid-package presentations, owner and/or owner rep meetings,
- Developed business plan to penetrate local, regional, and national private construction sector.
- Via direct sales, qualified firm with 220+ accounts with project-management and estimating teams for whom company is now capable of receiving bid requests.
- Developed prospecting source for business, yielding future potential pipeline of 140+ jobs.
- Directed cost-effective development of Web site that provides information on firm's credentials, references, and capabilities and can receive RFIs and RFPs directly from contractors and owners/developers.
- Coordinated installation of ISDN phone lines and AutoCad to support Web-based initiatives.
- Led sales increase of \$2+ million from 2001 to 2002, as well as sales that are currently trending higher in 2003 vs. 2002, with expected 2003 sales of \$10 million.

**President/General Partner, Palladium Hospitality Services, LLC, Concord, NH, Jan. 2001 to April 2002**

- Developed overall business plan and initiated solicitation of key client base for lodging and restaurant advisory/consulting/management-services company specializing in hotel development/re-development, operations, sales and marketing, strategic partnerships/alliances, branding, advertising, graphic design, communications, and hotel asset management.
- Successfully represented marketing efforts of a major motorsports company in gaining sponsorship; functioned as consultant to owner during proposal-to-contract stages.
- Assisted major management company with developing and implementing marketing plan that successfully opened Hilton Garden Inn, Lehigh, PA.
- Provided consulting services to other management advisory groups on a project-by-project basis.

**Senior Vice President, Sales and Marketing/Brand Manager, Pinnacle Hospitality Corp., Bergenfield, NJ, June 1991 to Aug. 2000**

- Oversaw all aspects of sales and marketing management for publicly traded hotel company comprising 210 hotels with annual revenues of \$600+ million under its proprietary brands, SuperSuites and Radcliffe Inn & Suites, and which owns and manages full-service hotels under franchise agreements with such organizations as Radisson, Sheraton, Hilton, Crowne Plaza, Holiday, and Ramada.
- Recruited to assist company during its Chapter 11 reorganization and successful 1993 emergence.
- Developed and implemented sales/marketing and operating standards for proprietary brands.
- Managed \$10 million marketing budget.
- Generated up to 12 percent of total brand revenues by developing three national sales offices.
- Led development and implementation of “two-way real time” Central Reservations System, which contributed 34 percent for SuperSuites and 25 percent for Radcliffe.
- Revitalized direct-selling efforts, propelling strong quarterly revenue growth year-to-year.
- Developed three Web sites and implemented Web-based frequency program with 110K members.
- Directly managed subsidiary company, Niche Segments Inc. (NSI), that specializes in group sales representing \$30 million in annual sales; improved profitability from \$260K to \$1.4 million.
- Developed company-wide yield-management practices and implemented database-marketing initiatives.

**Senior Vice President, Sales and Marketing/Limited Partner, Trophy Hotel Corporation, Bethesda, MD, Nov. 1987 to June 1991**

- Evaluated, selected, and trained sales/marketing personnel for limited partnership that assisted hotel owners in repositioning their hotel assets to sell them on the open market; all 24 hotels were sold to new owners during tenure.
- Devised strategic marketing and sales plans to improve revenues, market share, and profitability.
- Introduced company-wide yield-management practices and procedures, including pricing, market-mix management, and inventory controls.
- Oversaw up to 12 percent increase in sales revenues, with corresponding increases in profitability.
- Successfully opened five new hotels.
- Implemented sales-office automation in seven hotels.

**EDUCATION**

*Bachelor of Science in Business Administration, University of Maryland, College Park, MD*

