

# Maggie Meyers

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## Sales Specialist Leader

**Business Process Improvement | Project Management | Performance Development & Growth**

Forward-thinking sales specialist leader with 14+ years of extensive experience in strategy sales and marketing, project management, and business systems implementation.

- **Highly skilled at taking on new roles and responsibilities during company transformation and growth** periods while leading through business vision and core values.
- **Recognized for leveraging existing processes and revamping them** to create stronger adaptability to changing organizations.
- **Key team player that skillfully collaborates on projects and serves as internal subject matter expert** and resource on business processes for executives, peers, application teams, and corporate staff.
- **Proven record of manifesting creative solutions, building relationships, and training high-performing teams** through system changes, process improvements, and new initiatives.

### CORE SKILLS:

Strategic Execution & Planning | Leadership Training & Development | Process Improvement | Internal Controls & Quality Assurance | Project Management | Risk Assessment | Relationship Building | Computer Systems & Technology | Business Strategy & Standards

## PROFESSIONAL EXPERIENCE

### **MARRIOTT INTERNATIONAL**, California & Utah (Jan. 2007 – Present)

Publicly traded hospitality group managing range of hotels with \$22.9B revenue and 177,000 employees in 6,500+ locations worldwide.

Promoted into multiple sales and business-focused roles during 14-year tenure due to project execution, solid business acumen, and leadership oversight. Continuous track record of performance in supervising teams, building relationships, and exceeding goals.

### **Sales Specialist Leader**, Western Region (Mar. 2019 – Present)

Serve in split role with Luxury West (reporting to VP of Sales for Luxury brands in Western Region) and Western Southwest Sales (reporting to Area Director of Sales for Orange County/San Diego). Proactively target current and new high value accounts in the market and implement effective sales deployment strategies to grow market share. Support sales leadership for new hotel openings, renovation, repositioning, and for priority hotels, including pre-opening sales activities for Inn at the Mission San Juan Capistrano, Autograph Collection and JW Marriott, Anaheim Resort both opening in 2020.

- **Assisted with system roll out to luxury hotels in North America** by way of attending calls, mediating issues, presenting to leadership on process, and providing onsite support during Go Live.
- **In depth review of topline performance reviews** to determine areas of improvement for priority hotels. Created follow-up documentation with next steps and timelines to introduce appropriate changes in sales strategies to generate increased revenue and establish competitive position in the market for each priority property.
- **Supported hotels in San Diego and Orange County during Area Sales Leader transitions** by attending weekly strategy calls, supporting Sales Executives, General Managers, and Event Specialists on property, and preparing for owners' meetings. Supported sales for hotels by implementing strategies and plans to increase business for both group and special corporate.

### **Training and Business Solutions Manager, Sales and Group Solutions**, Park City, UT (Feb. 2014 – Mar. 2019)

Provided creative, complete, and streamlined solutions to improve system productivity and associate effectiveness. Identified performance gaps related to additional training needs and business process improvement. Made training, process or technology recommendations to stakeholders and leadership. Support systems and technology and impact on sales, revenue management, event management and hotel operations to optimize revenue and profit across hotel and reduce resources needed.

- **Acquired add-on responsibility as Logistics Manager in April 2018** to schedule implementations and manage logistics for 22-member team for integration of 1600 SPG hotels in under 4 months. Successfully scheduled 54 implementations and managed 15 on-site property visits and 21 data administration projects.
- **Manage on-site implementation of supported systems and business processes** with Consolidated Inventory/Total Yield (CI/TY), SFAWeb, OneSource and related reporting tools.

- **Provide quality training and support for market/property associates and leaders** with effective use of sales, inventory and event management systems, and integration of related business processes.

#### **Training Manager, Sales Inventory Event Management Solutions (SIEMS), San Diego, CA (Mar. 2012 – Feb. 2014)**

Facilitated instructor-led training for Consolidated Inventory and Total Yield (CI/TY) system designed to support optimizing total hotel revenue and profit while enhancing service to group and local catering customers. Supported company-wide roll out to over 16,000 associates in the Americas within cross-functional disciplines, including sales, accounting, event planning, event operations, culinary and event technology.

- **Executed system implementation spanning the full project lifecycle** to support the effective development of user adoption and optimization through analysis, implementation, and evaluation phases throughout the organization.
- **Collaborated with teams regarding change management**, training delivery, field support and communication to ensure strong implementation results.
- **Facilitated on-boarding of new managers** for both instructor-led and virtual training.

#### **Account Executive, Area Sales, San Diego, CA (Jun. 2010 – Mar. 2012)**

Executed overall account strategy to generate business and grow global share for 11 local hotels across 4 brands. Developed relationships with Navy Leap Frogs, Navy Band Southwest, and Marine Corps Band to allow Marriott as preferred hotel for outbound performance room blocks.

- **Achieved 202% toward assigned account goal** and 184% toward outbound goal in 2011.
- **Obtained 14,031 room nights and \$1.3M+ revenue for the Residence Inn La Jolla** by uncovering Portsmouth Naval Shipyard account through Fed Biz Opps resulting in several contract awards.
- **Received multiple awards for performance, including Golden Circle Presidents Level Achiever** (2011), Golden Circle Gold Level Achiever (2010), and Area Sales Team of the Year (2011).

#### **Sales Manager, Group Sales, Coronado, CA (Nov. 2007 – Jun. 2010)**

Saturated new and existing accounts to maximize revenue through heavy tele-prospecting, sales blitzes, outside sales calls, and creative site visits. Consistently exceeded revenue goals utilizing aggressive pro-active selling and solicitation tools for 15 hotels across 4 brands.

- **Achieved 145% to goal (2010) and achieved 112% to goal (2009).** Achieved 171% of personal solicitation goal, resulting in \$119K+ total revenue.
- **Received multiple awards, including Chairman's Circle Achiever** (2009), Regional Sales Office Sales Team of the Year (2009), Golden Circle Silver Level Achiever (2008).
- **Increased profits from Surf Cup Tournament account by \$335K+** and secured sponsorship for San Diego cluster.

#### **Sales & Catering Coordinator, Property Sales, La Jolla, CA (Jan. 2007 – Nov. 2007)**

Supported group sales, catering sales and event managers with high-volume business. Successfully completed Manager Candidacy Review Board process which resulted in promotion to Sales Manager within 10 months. Assisted in managing events, from beginning of sales process through conclusion. Managed interdepartmental relations and communication between operations and sales team.

#### **Sales & Marketing Manager | BLUEPRINT MORTGAGE, INC., Carlsbad, CA (Jan. 2003 – Dec. 2006)**

Created marketing campaigns, including direct mail, magazine advertisements and industry-related publications and drip campaigns. Organized trade shows, coordinated sponsorship of industry events, and company-wide events. Helped facilitate company expansion and development into multi-state operation. Recruited loan officers and brokers resulting in 30% increase in associates.

## **EDUCATION & TRAINING**

**B.A., Communication** – State University of New York at Albany  
Minor: Business Administration

## VOLUNTEER WORK

**Member – Wellness Committee, Marriott International:** Serve as Certified Wellness Champion and managing planning for monthly initiatives to encourage wellness within department. Create challenges with raffle incentives, develop wellness breaks at meetings, post wellness tips monthly, and promote health and wellness to drive productivity and happiness in the workplace.