

DAVID BROCK

301 Rahway Road
Rye Brook, NY 10573
C: 914-234-9875 O:212-562-1431

david@theramparthotel.com

Highly talented goal oriented senior manager with excellent brand-building skills and a strong entrepreneurial spirit. Recognized for the ability to guide and work well with a diverse staff and manage stressful situations with patience and resolve. Excellent problem solver and revenue generator who demands and delivers a standard of excellence through creativity, self-discipline, and effective management. Results-driven with the ability to direct and organize disciplined, producing teams.

PROFESSIONAL EXPERIENCE

2004-Present The Rampart Hotel**New York, NY*****General Manager***

- Developed and implemented a comprehensive strategy to improve metrics resulting in growing ADR from \$145 to \$255, occupancy from 80% to 92%, and grew the repeat transient base from 55% to 80%
- Instituted a comprehensive financial system, yield management tools and purchasing and inventory management programs.
- Designed and aggressively marketed loyalty programs and re-structured contracts for negotiated corporate and group business strengthening both segments.
- Oversaw the successful multi-million dollar renovation of The Lucerne Hotel involving re-modeling all guest rooms and public spaces and relocating executive offices.
- Established a planning team to examine and recommend improvements that addressed services and employee issues. Identifying and addressing ideas and concerns resulted in a consistent improvement in productivity for both employees and management.
- Instituted a series of employee-focused programs including, recognition, promotion and responsiveness reducing turnover from 12% to 2%, and strengthening labor relations in a union property.
- Instituted 24 hour room service through Nice Matin, the hotels' award winning French Mediterranean restaurant and developed a set of marketing programs that drove restaurant volume by up to 25%.
- Conceived and collaborated with the hotel owner on the formation of the Empire Hospitality Group with the vision of becoming the premier hotel management company in New York City.
- Created and deployed marketing programs including sports sponsorships and expanded direct Internet business increasing Internet bookings by 300% and increased Internet-based ADR by 40%.
- Invigorated client feedback programs increasing client feedback from 35 to 300 responses per month.
- Implemented programs that reinforced contact with VIP and repeat customers helping to define the Lucerne as a leader, reinforcing its reputation as a high value luxury service-oriented hotel.

2001-2004 Mason Hotel & Restaurant Group**New York, NY*****Director of National Sales – East Coast Territory***

- Exceeded sales goals for 2002 by 19% and exceeded revenue goals for 2003 by 245%.
- Organized and conducted qualified FAM trips. Prepared and facilitated national tradeshows to network and broaden exposure.
- Partnered with Preferred Hotels on creating account-of-the-month programs to highlight and yield more revenue and show the importance of their status with Kimpton and the individual property.
- Managed a global hotel sales team of 38 sales directors and 165 sales managers.
- Created and implemented marketing and promotional events and collateral for individual hotel properties and the Kimpton Boutique Group.
- Facilitated and developed presentation for the annual global national sales team conference.
- Developed a board of directors and field managers program to facilitate our company's goals and objectives to our clients and the internal field.
- Collaborated with the Vice President of Sales to create action plans, goals and objectives for the National Team and property level employees.

Mason Property Acquisitions Team Member

- Counseled with Chairman, CEO, and development team on prospective east coast property acquisitions. Assessed feasibility from a sales, marketing and operational standpoint.
- Team member for re-positioning, branding and design of the Doral Park Avenue Hotel, Hotel Onyx and acquisitions.

