

William Boldt

181 Depot Road, Apt. 134 • Dallas, TX 75201
(241) 555-6445 • william.boldt@zmail.net • [LinkedIn Profile](#)

Hospitality Sales Management Professional with more than 14 years of corporate hotel sales and management experience. Specialize in developing new client bases where little or no business previously existed. Specific skills include:

Corporate sales
Sales leadership
Marketing

Sales training
Relationship building
Budgeting and forecasting

Target market development
Delphi, STS, System 21
Opera, OnQ, Sales Pro

EDUCATION

MBA, Marketing, McCombs School of Business, Austin, TX.

Bachelor of Science, Political Science, University of Wisconsin-Oshkosh

PROFESSIONAL EXPERIENCE

Thomas Estates Hospitality Dallas, TX **2011 - Present**
Privately held provider of management solutions and hospitality industry services. The company manages more than 45 properties in 7 different states.

Regional Sales Manager 2013 - Present

New position developing the South Texas territory with 4 new Green Roof Inns and 2 new Room 14 properties. Promote and sell property services to oil and gas industry as primary target. Initiate and build relationships with key decision makers at target companies. Manage 7 general managers and associated staff.

- Created all property marketing plans, positioning statements, socioeconomic statements, and competitive analyses. Identified all key demand generators in the market areas.
- Actively pre-sold each property before opening. RevPAR Index and Occupancy grew 10-15% each month since properties opened. All properties are now profitable.
- Customer base includes Halliburton, C&J Energy, Baker Hughes, FTSI, Allegiance Crane, and Gulf Coast Crane.
- Train all property general managers. Support rate-setting initiatives and ensure properties are well positioned on third-party sites, including Expedia.com, Hotel.com, and Kayak.com.

Director of Sales 2012 - 2013

Direct sales and marketing efforts for Zander Inn Judy North, with 134 sleeping rooms and 4,300 square feet of meeting space. Lead and supervise catering manager and sales manager. Provide training and support, as well as monitor rates and position the property successfully in the marketplace.

- Increased RevPAR index from 68% to 97% in 2012. Increased property revenues by more than \$300,000. Increased occupancy by 11.2% while competition sustained small losses.
- Developed new corporate transient and group business from several global companies, including Rockwell Collins, Raytheon, Fujitsu, and Praxair.
- Increased catering revenue by more than 45% by attracting more weddings, quinceañeras, and corporate events.

Corporate Sales Manager 2011 - 2012

Marketed Thomasville Inn Austin, with 198 sleeping rooms and 12,000 square feet of meeting space, to areas businesses and governmental agencies. Established and maintained relationships with decision makers. Created and presented all hotel RFPs.

- Increased non-existent corporate customer base to more than \$1 million annual sales within a year. Hotel rose from 6th to 3rd in corporate sales in our 6-hotel comp set.

- Developed profitable relationships with Hoovers, Golfsmith, and Texas Railroad commission. Worked with IHG national sales to achieve preferred program status with Siemens, Eaton, IBM, and others.

Bakersville Hotel Properties Bakersville, CA **2009 - 2011**

Owner and operator of hotels in Arizona, California, and Texas, with more than 1,800 guestrooms in full- and select-service facilities.

Business Travel Sales Manager - Texas

Marketed Royal Plaza in the heart of downtown Dallas. Hotel has 292 sleeping rooms and 22,000 square feet of meeting space. Sold hotel services to area corporations, handling all aspects of RFP creation and follow-up. Collaborated with IHG national sales to increase corporate business penetration.

- Within one year, increased corporate business by 7,200 room nights at an average of \$109 per night, resulting in more than \$750,000 in new business.
- Moved Bank of America, RTKL, Southwest Securities, American Electric Power and Ernst and Young business from competition to Royal Plaza.

Church Hill and Associates Los Olivos, CA **2008 - 2009**

Owner and operator of three hotels located in Texas, California, and Washington.

Corporate Sales Manager - Dallas

Marketed Gladstone Hotel with 329 sleeping rooms and 20,000 square feet of banquet space. Marketed rooms and services to existing and potential customer base, including corporate transient and group business.

- Moved significant amount of market share to Gladstone. Increased hotel corporate base by landing Tenet Health Care, Kraft, Home Depot, Essilor, Omniflight Helicopters, Maxim, and others.
- Raised hotel's occupancy, RevPAR, and ADR indices consistently higher than 100.

Gaslight Hospitality Durham, NC **2007 - 2008**

Hospitality management company serving institutional investment groups, individual owners and lenders. Manage 150 properties in 15 top markets.

Business Travel Sales Manager – Dallas

Marketed Gladstone Hotel with 228 sleeping rooms and 7,500 square feet of banquet space. Marketed rooms and services to existing and potential customer base, including corporate transient and group business.

- Moved significant competitive business to this Gladstone through cold calling and working with Westown National Sales.
- Raised hotel's occupancy, RevPAR, and ADR indices consistently higher than 100.

Independence Inn, Elk Grove, WI, Director of Sales **2005 – 2007**

Robert Garden Inn, Buffalo Grove, IL, Sales Manager **2003 – 2005**

Barrington Hospitality, Barrington, IL, Regional Sales Manager **2000 – 2003**

MILITARY SERVICE

U.S. Naval Reserve, Petty Officer, 3rd Class, 1986 – 1992.