**W. Bryan Boger**

**600 76th Street**

**Miami Beach, FL 33141**

**(786) 419-2295**

**Education**

Bachelor of Science, Hospitality and Tourism Management

Virginia Tech

**Experience**

**Economos Properties, Inc.**

**General Manager (Oct. 2007-Aug. 2010)**

**Hilton Garden Inn and Homewood Suites Hilton, Miami Airport West**

* Successfully opened the 124 all-suite Homewood Suites and a189 room Hilton Garden Inn hotel with food and beverage and 4,000 square feet of meeting space simultaneously, ahead of schedule, and under budget by $8 million dollars.
* Assisted the ownership group with bank draw meetings and inspections, selection of sub-contractors through bid processes, and weekly OAC meetings with subcontractors.
* Worked with the respective Hilton brand teams in setting up and establishing property management systems, online marketing, pre-sell activity, brand websites, opening timelines, vendor contracts, telecommunication infrastructure
* Coordinated with the general contractor and architects to adhere to all Hilton brand construction standards on finishes, equipment, fire-safety,
* Procured and scheduled delivery of all FF&E for hotel opening.
* Maintained ongoing compliance to brand standards and quality assurance documentation.
* Maintained a good understanding of customer behavior to position the hotel capitalizing on opportunities, market trends, and changes in supply and demand.
* Developed and maintained hotel budget, produced monthly rolling forecasts, monitored accounts receivable and payable, and processed payroll using ADP.
* Daily scrutiny of hotel expenses and payroll percentages, increasing departmental profitability to achieve monthly/annual budgeted GOP percentages.
* Understanding market trends and changes in supply and demand by performing monthly critiques of STR, Market vision, and Hotelligence reporting; highlighting monthly, three month, and YTD fluctuations with in the market and tract scale.
* Achieved 100% REVPAR index, according to Smith Travel Research, within the first seven months of opening and continued market leader thereafter with over 110% market penetration.
* Conducted weekly staff, sales, and revenue management meetings with 10 department managers as well as monthly orientation and training of new associates.
* Monthly profit and loss analyzation and critiques with the ownership group.
* Maintained impeccable guest satisfaction scores, ranking both hotels in the top 10% of the Homewood Brand and top 20% of the Hilton Garden Inn brand.
* Recipient of two Hilton outstanding Quality Assurance audits for each property.
* Received three Hilton awards in 2009 for Best New Opening Hotel, Highest Extended Stay Percentage, and the Connie Pride Award of Excellence for highest guest satisfaction.
* Nominated for Hilton Hotels 2009 General Manager of the Year Award and 2009 Spirit of Hilton Garden Inn nominee.

**General Manager (Apr. 2004-Oct. 2007)**

**Hampton Inn and Suites, Islamorada FL**

* Responsible for 79 room hotel, 6 condo units, Majestic Gas Station and Convenience Mart, and 45 employees with annual revenues exceeding $6 million dollars.
* Increased guest satisfaction scores by 12% within the first year as well as achieved the greatest amount of revenue for the hotel in a 12 month period.
* Developed and maintained hotel positioning, sales efforts, guest satisfaction, and profitability.
* Focused on employee satisfaction and achieved company and state high levels of employee satisfaction through FIU Hospitality Graduate Program’s Employee Opinion Survey, resulting in an average of 5% or less yearly turnover.

**Sales Manager/Front Office Manager**

**Omni Newport News (Sept. 2001- Apr. 2004)**

* Assisted in development and maintenance of an effective sales and marketing plan alongside the General Manager and Director of Sales for a 182 room hotel with 10,000 square feet of meeting space.
* Established and maintained close contact with key hotels accounts.
* Focused on SMERF market segment to drive occupancy on shoulder days of the week.
* Maintained and established new relationships with third party online travel agents.
* Supervised, scheduled, trained, and coordinated a staff of 6 bellmen, 3 guest service personnel, 4 PBX operators, 5 security personnel, and 12 front office representatives.

**Four Points by Sheraton, Blacksburg, VA**

**Food and Beverage Manager (Dec. 1999-May 2001)**

* Responsible for profitability of hotel’s food and beverage department by working closely with the head chef in menu engineering, cost controls, training, and supervision.

**Awards/Certifications**

* Leader of The Year Award, Economos Properties, 2007
* Hilton ONQ Certification
* ONQ Rate and Inventory Certification
* Hilton Revenue Management System Certification
* Homewood Suites Hilton and Hampton General Manager Leader Program
* Hilton Garden Inn University certification
* Homewood Suites Value Added Sales Techniques Certification
* Hampton Inn Step-up Sales Techniques and Brand Resources Certification
* Food Safety Manager Certification through the National Registry of Food Professionals
* CPR/First Aid Certification though AHA