
MIHRAN KALAYDJIAN

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Director of Sales – multi-unit

Apr 2010 - Present

Director of Sales & Marketing - Multi Unit

InterContinental Hotels Group

- *Developed and implements strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services.
- *Developed and recommended product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
- *Ensured effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- *Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- *Directed market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.
- *Monitored competitor products, sales and marketing activities

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Director of Sales – multi-unit (2010-present) The Holiday Inn Warner Center, Woodland Hills (150 room, 10,000 sf meeting space)The Holiday Inn Express & Suites, Woodland Hills(86 rooms, 6,000 sf meeting space)

Increased top 25 accounts production by 31% in the first Quarter□

Responsible for performance in the following segments: Corporate negotiated rate accounts, Leisure and specialty Groups, SMERF, Consortia Clientele, International wholesalers, Government, Association

November to April 2011 ~ achieved 105% of the budgeted revenue goal and 112% of budgeted room night goal for preferred Corporate accounts, SMERF, Government and Association

Successful increasing Volume Discount rate 16.4% over prior year and 12% over budgetIncreased top 20 accounts production by 32% in the first Quarter□

Generated new accounts, including Honeywell, Northrop Grumman, Aero Space's, Exxon Mobile, Lockheed Martin And Airline Crew Accommodations, which produced 985+ room nights at the property combined and become top 15 in first Quarter.

Grew market share of key accounts, including Amazon.com, Regence Blue Cross, UPS, General Motors, Panasonic, AT & T and Microsoft

Set percentage levels of corporate occupancy rates vs. higher-rated leisure travel business properties.

Oct 2009 - Feb 2010

Senior Sales Manager

InterContinental Hotels Group

*Acted in a consultative capacity to the Managing Director and other members of the Executive Committee on sales/marketing issues; provide strategic direction and guidance to ensure optimal marketing effectiveness, oversee the continuous engagement of department managers to develop product offerings, marketing needs, methodologies and resources, to promote new/improved products and to solicit feedback of overall sales/marketing efforts.

* Developed an integrated marketing strategy inclusive of advertising, social mediums, PR, special events, networking, website, SEO, partnerships, sponsorships and programming

* Developed strong partnerships with local, national and international organizations to further increase brand/product awareness.

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Senior Sales Manager October 2009 ~ February 2010IHG Airport HotelThe Holiday Inn Lax 405 rooms, 5,000 sf meeting space

Increased corporate, association, government and SMERF market 21% in 3 months.

Responsible for revenues exceeding \$125.000 in fourth quarter of 2009 (12% over revenue goal)

Identified successfully and developed new clients in each local and national markets for corporate transient business (IBT), consortia and wholesale bookings, SMERF.

Oct 2008 - Sep 2009

Director of Sales & Marketing

Intercontinental Hotels Group - Holiday Inn Palm Springs

*Developed and implemented strategic marketing plans and PR plans to achieve corporate objectives.

*Reviewed the Strategic Alignment Review (STAR) report, competitive shopping reports and uses other resources to maintain an awareness of the hotel's market position.

*Assisted in creating annual revenue budgets and developing annual marketing plans.

*Developed rates, group ceilings and deployment strategies through review of competitive data, demand analysis and mix management.

*Worked with portfolio of assigned properties to develop, execute and track sales and marketing programs and processes. Ensured that revenue budgets are exceeded, RevPAR goals are achieved and sales teams and members are achieving assigned Personal Performance Expectations.

*Effectively managed portfolio marketing and advertising efforts through the utilization of quarterly marketing calendars and budgets. Managed marketing expenses through ROI measurements for all appropriate Marketing and Sales expenses.

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The Holiday Inn Palm Springs 249 rooms, 10,000 sf meeting spacePalm Springs, California

Crew and maintained Corporate, Educational, Entertainment, Fraternal, Government, Incentive Leisure, Military, Religious, Social accounts, reaching weekly sales revenue of up \$25,000.

Increased Marketing income by over 40% by additional tie-ups and new brand associations.Re-organized guest-room (Group & Transient) rate structure, doubling ADR and increasing room revenue

Converted 30% of the presentations given to Groups into Sales, Securing 20 new deals representing 450000 in new business

Jun 1989 - Jun 1993

B.A Political Science and History with Honors, Birzeit University, Israel, 1993, 3.9/4.0 GPA□

Birzeit University

Sep 1976 - May 1990

Certificate of Secondary Education

De La Salle High School

Certificate of Secondary Education, Jordanian Government Examination, Jerusalem, Israel 1990

Certificate of Secondary Education, De La Salle High School, Jerusalem, Israel, 1989; 3.8/4.0 GPA

Mihran Kalaydjian Professional Resume

Mihran Kalaydjian bring Hotel sales executive with a wide range of experience inclusive of opening hotels, rebranding existing hotels and converting hotel brands, renovation. Administrative experience with setting up systems and administration, public relations and owner relations. Mihran Kalaydjian is Experienced hospitality Sales and Marketing with strengths in full service boutique, lifestyle hotels and branded properties. My early experience in opening new hotels and working in Food and Beverage awarded me with a strong work ethic and a passion to do the right thing when faced with tough ethical decisions. Hotels are my passion and I find joy in exceeding my guests, associates and owners expectations by delivering exceptional results. Mihran Kalaydjian has More than 20 years of experience in hotel operations/ management/executive committee experience. Possessing a sound understanding of hotel operations and profitability. Experience includes owner relations, recruitment and development of associates and managers through training, coaching and mentorship. Exhibit excellent interpersonal communication skills, employee relations, training of standards, and a solid ability to forecast, control and manage expenses.



John Wessel - Director of Operations

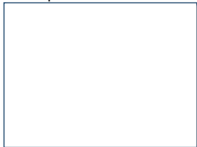
Director of Operations for Paragon Hotel Bellevue

Diana Marash - Regional Director For West Coast Hotels

Regional Director of Sales for West Coast - Red Lion Hotels

SALES AND MARKETING PROFESSIONAL- HOSPITALITY INDUSTRY

Drive Business Performances into Competitive Advantages for Upscale Hotels & Resorts through Vision and Revenue-Generating Operational Leadership. Over 17 years' experience as a Top-Performing hospitality Sales and Marketing strategist steering business development, operational efficiencies, and strategic sales and marketing initiatives for hotels and resort properties. Enterprising, extroverted and customer-focused sales leader with a natural ability for building new business and forging loyalty with clients, vendors and external business partners. Verifiable record of delivering over-and-above sales quotas. Identifies and capitalizes on emerging business ventures to propel an organization to the top tier of its industry.



Key Account, Channel & Relationship Management & Development, and Alliance Building

Management of an extended team comprised of : Product Specialty Reps, Pre-Sales engineers, IHG Group Enterprise Architects and Inside Sales as well as offshore sales support.

Hospitality Sales & Marketing

Hospitality Sales & Marketing

New Business Development: International, Domestic & Regional

Sales...proven track record of driving sales and improving top-line revenue and bottom-line profit. Consistently exceeds corporate expectations for financial results.

Strategic Planning & Implementation: R&D, Business Development Campaigns and Innovative Marketing Strategies, Launching New Products/Entering

Mihran Kalaydjian is a skilled hotel operations strategist with a proven track record of driving revenues and delivering healthy profit margins. Mihran Kalaydjian has been called by some a 'marketing genius'. Mihran Kalaydjian is a 20 year veteran of the hospitality industry and is a well-respected executive in the field. He specializes in turnaround of under-performing operations, implementing purchasing and inventory control systems that lower operating costs, establishment of policies that recruit, develop and retain employees, and reducing labor costs through structured training programs and efficient staff deployment. Mihran Kalaydjian provides visionary leadership and management oversight of the sales, marketing and revenue strategies for Classic Hotels & Resorts.

May 2013 - Nov 2015

Certified Hospitality Sales Professional

American Hotel & Lodging

The Certified Hospitality Sales Professional (CHSP®) is the most prestigious certification available to all areas of hospitality sales to include the selling of rooms, conventions/conferences, and banquets/catering. It is part of an elite group of hospitality professionals who by combining education and experience with dedication to the industry have achieved a high level of expertise. - See more at: [https://www.ahlei.org/Certifications/Managerial/Certified-Hospitality-Sales-Professional-\(CHSP\)/#sthash.SZtVwkSt.dpuf](https://www.ahlei.org/Certifications/Managerial/Certified-Hospitality-Sales-Professional-(CHSP)/#sthash.SZtVwkSt.dpuf)

