
MIHRAN KALAYDJIAN

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Director of Sales – multi-unit

Apr 2010 - Present

Director of Sales – multi-unit

IHG - The Holiday Inn Warner Center, Woodland Hills & The Holiday Inn Express & Suites, Woodland Hills

*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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Intercontinental Hotels Group 2008-present

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 budget

Increased 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

IHG - The Holiday Inn Lax

*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

The Holiday Inn Palm Springs, CA

*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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Director of Sales & Marketing October 2008 ~ September 2009IHG Resort HotelThe 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

Mar 2006 - Oct 2008

Director of Sales & Marketing

Paragon Hotels

*Developed and implemented strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services.

*Directed market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.

*Created and implemented sales plans that drove measurable incremental occupancy, increase average rates, increase volume, food and beverage and banquet sales.

*Achieved budgeted revenues and personal/team sales goals and maximize profitability. Participate in the preparation of the annual departmental operating budget, the hotel marketing plan and business plan and financial plans.

*Created and implemented sales plans that drive measurable incremental occupancy, increase average rates, increase volume, food and beverage and banquet sales.

Created and developed special events and sales blitzes to showcase the hotel to potential clients. Attend trade shows and major market events locally and nationally to promote new business and increase sales and marketing opportunities for the hotel.

*Negotiated Corporate rate and contract terms within parameters set by the Vice President of Sales and the Director of Revenue Management.

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Director of Sales & Marketing March 2006 ~ October 2008Paragon Hotels Upscale First Class HotelParagon Hotel Bellevue 208 rooms, 15,000 sf meeting spaceBellevue, Seattle

Developed and implemented a comprehensive strategy to improve metrics resulting in 55% ADR growth, 12% occupancy increase, 25% increase in transient base and 15% growth in Top 10 account production in 2006.

Completed the year 2006 achieving 139% of my individual group revenue goal for the corporate market. Exceeded group revenue goal by 220% in the second trimester of 2006

Team leader in creating and implementing of ADS (Alternate Distribution Systems) Channel management program.

Analyzed marketing potential of new and existing clients, generated growth and profitability, maintained client service and satisfaction with innovative sales strategies

Monitored and analyzed all aspects of the ADS channels, from rate strategy, overall revenue performance, and upkeep of site to deliver the highest ADR, RevPar, and overall profitability for the company.

Negotiated and led all major event contracts and partner relationships (Vendors, site venues, identified corporate and media sponsors, community and charity partners, live entertainment and other).

Understand key market demand periods, know destination trends, create/maintain event calendars for markets, and plan courses of action required to meet supply, demand, and necessary sales.

Jun 1989 - Jun 1993 B.A Political Science and History with Honors, Birzeit University, Israel, 1993, 3.9/4.0 GPA

Birzeit University

Aug 1976 - May 1989 Certificate of Secondary Education

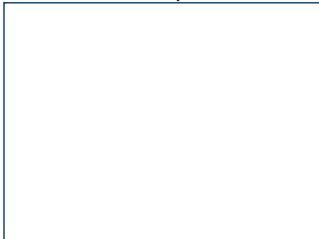
De La Salle High School

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

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.



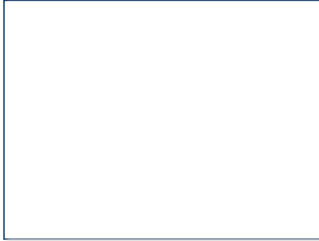
Damon Bell - Regional Director of Sales for JW Marriott

John Wessel - Director of Operations for Paragon Hotels, Bellevue

Diane Marsh - Regional Director of Sales - West Coast Hotels for Red Lion

Mihran Kalaydjian Professional Resume

Mihran Kalaydjian is an Hospitality professional with a full range of skill sets in the industry from hotel operations management, restaurant operations management, regional property management, sales and marketing and social media. Dedicated to inspiring others in our industry from seasoned team members to those in our education system that have an interest in the service sector.



Jun 2010 - Nov 2015 Certified Hospitality Sales Professional
American Hotel & Lodging Educational Institute
Certified Hospitality Sales Professional

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Mihran Kalaydjian Professional Summary

- An innovative, results-oriented, leader qualified by more than 17 years of successful, business-to-business, consultative solutions sales, marketing, account/channel management and business development experience.
- Extensive “hands-on” digital marketing, sales training / enablement and project leadership.
- Proven track record of consistently exceeding sales goals.
- International experience selling to senior executives in both Fortune 500 and Small and Medium Business customers throughout North America.
- A creative thinker with strong analytical, strategic planning and problem solving skills.
- An enthusiastic, high-energy individual with a tenacious sales attitude.
- Exceptional customer service, interpersonal, time-management, organizational, communication and relationship building skills and solid ethics and integrity.

Account & Territory Management

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

Pipeline & Sales Cycle Management

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