

Robert Cole

Marketing & Strategic Planning Accomplishments and Experience



RockCheetah

Marketing & Strategic Planning

A Proven Track Record for:



RockCheetah

- ◆ Serving as a Change Catalyst to Redefine Business Processes
- ◆ Creating Innovative Strategies to Differentiate Products
- ◆ Supporting Complex Business Objectives with Key Strategies
- ◆ Aligning Local, Regional & Global Sales Goals Across Teams
- ◆ Maintaining and Extending Market Leadership Positions
- ◆ Developing Measurable Marketing Planning Benchmarks
- ◆ Executing Efficient Advertising Agency Search Processes
- ◆ Maximizing Public Relations Reach, Frequency & Impact
- ◆ Improving Central Reservations Efficiency and Throughput
- ◆ Efficiently Streamlining Guest Response Operations
- ◆ Successfully Growing Small Niche Businesses

The Mark Travel Corporation (La Macchia Enterprises)



RockCheetah

- ◆ Radically Updated Traditional Tour Operator Supplier Business Model
 - Resulted in 9x Increase in Interactive Transaction Volume on 10% COGS Reduction
- ◆ Established Direct Merchant Model Agreements with Travel Suppliers
 - Expanded Dynamically Sourced Portfolio to 25,000+ Hotels and 4,000+ Car Locations
- ◆ Led 75 Member Team, Providing Integrated Business Strategy
 - Global Contracting, Product Operations and Supplier Relationship Management
- ◆ Aggressively Renegotiated Supplier Prepayment Terms (*Industry Innovation*)
 - Eliminated Eight-figure Cash Prepayment Requirement while Maintaining Discount Levels
- ◆ Developed Supplier Funded Cooperative Marketing Programs
 - Programs Supported Major Travel Brands:
 - ◆ United Airlines Vacations
 - ◆ Southwest Airlines Vacations
 - ◆ Spirit Airlines Vacations
 - ◆ Midwest Airlines Vacations
 - ◆ Air Jamaica Vacations
 - ◆ MGM/Mirage Vacations
 - ◆ Mark International (Receptive Operator)
 - ◆ Continental Airlines Vacations (UK)
 - ◆ Harley Davidson Vacations
 - ◆ Funjet Vacations
 - ◆ Blue Sky Tours
 - ◆ Fabugo.com

Neat Group (Cendant Travel Distribution Services)



RockCheetah

- ◆ Created Supplier-centric Business Model (*Industry Innovation*)
 - ◆ Provided Suppliers Yieldable Inventory/Pricing Control and Sales Markup
- ◆ Interactive Inventory/Inclusive Pricing Methods (*Industry Innovation*)
 - ◆ Utilized Rules Engine to Eliminate Rate/Availability Inventory Hosting
- ◆ Created Multiple Inventory Sales Paradigms (*Industry Innovation*)
 - ◆ Accessed Opaque Product, Opaque Price and A La Carte Rate Tiers
- ◆ Exceeded Competitive Inventory Levels with Limited Sales Resources
 - ◆ Contracted Inventory of 9,500 Hotels and 750+ Car Locations
- ◆ Simplified Implementation & Training Processes (*Industry Innovation*)
 - ◆ Leveraged Industry Standard Processes and Best Practices
- ◆ Developed Cendant Global Hotel Merchant Strategy
 - ◆ Identified Solutions for Localization, Destination Resolution & Settlement
- ◆ Integrated Disparate Measurements into Productivity Benchmarks
 - ◆ End to End Analysis of Site Visitor, Session, Search and Booking Data



RockCheetah

Budget Group

- ◆ Launched Best Available Rate Search in Global Distribution Systems
 - Grew GDS Market Share 370 Basis Points from 9.2% to 12.9%
 - Responsible for creating 30% of Sabre's Year over Year Car Booking Growth
- ◆ Redesigned Web Site to Provide Total Rate and Present All Car Types
 - Reduced Booking Process from 7 Steps to 3 Steps & Added International Locales
 - Increased Direct Website Bookings 187% Year over Year
- ◆ Launched Direct Booking Links (*Industry Innovation*)
 - Link from Priceline.com – Air Confirmation e-Mail Increased Volume 150%
 - Southwest Airlines – Tapped Directly into Volume from Non-GDS Carrier
 - Fulfillment of International Origin Bookings from EuropCar Gateway Sites
- ◆ Evaluated Viability and Strategic Benefit of New Channels
 - T2 (Orbitz), Purple Demon (Hotwire), Oracle eTravel, ITN/GetThere



RockCheetah

Sabre Group

- ◆ Managed Hotel Line of Business (Account and Product Management)
 - Generated 18% Annual Revenue Growth, Attaining 40% Global Market Share
- ◆ Drove Strategic Hospitality Development Initiative
 - Identified \$680MM Business Generating 20%+ Profit Margins
- ◆ Established Equitable Pricing Strategy for Hotel Line of Business
 - Eliminated Pricing Inequities / Provided Supplier Incentive for Volume Growth
- ◆ Represented Hotel Business in International Joint Venture
 - Secured Agreements and Implemented JAL/Axess and Abacus GDS Volume
- ◆ Responsible for All Hotel Account Management Relationships
 - Grew Inventory from 33,000 to 44,000 Available Properties Across 224 Chains
- ◆ Created Sophisticated Reporting Tool (*Industry Innovation*)
 - Hoteligence Provided Suppliers Supporting Data to Drive Channel Marketing
- ◆ Sponsored Context-Sensitive Point of Sale Advertising (*Industry Innovation*)
 - Enabled Supplier Paid Advertising to Support Targeted Promotions



RockCheetah

Anasazi Travel Resources

- ◆ Grew Annual Reservation Volume Average 31% per Property
 - Aligned Resources to Target Key Pricing and Availability Factors
- ◆ Drove Key Strategic Planning Initiatives for Organization
 - Entry into Reservations from Group Sales and After Hours Call Handling
- ◆ Led Business Development Team Responsible for Member Sales
 - Agreements with Management Companies and Independent Hotels
- ◆ Oversaw Marketing Services Direct Mail/Telemarketing/CRM Business
 - Provided Turnkey Direct Mail/Fax and Telemarketing Services for Clients
- ◆ Created High Quality Direct Mail Pieces/Property Identity Collateral
 - 6-Star Creative for Hotel Seiyo Ginza and St. Andrews Old Course Hotel
- ◆ Built Team of Account Managers to Grow Sales and Retain Clients
 - Team Members Have Become Leaders in Hotel Electronic Distribution
- ◆ Collaborated with Japanese JV Partner to Develop Initial Business Plan
 - Prepared Marketing Plan, Financial Projections & Capital Requirements



RockCheetah

Journey's End Corporation

- ◆ Applied Everyday Low Pricing to Product Line (Industry Innovation)
 - Eliminated Discounting, Simplified Pricing Structures, Improved Margins
- ◆ Launched Economy High-rise & All-suite Product (Industry Innovation)
 - Successfully Transitioned Product from Suburban to Urban Locales
- ◆ Established Economy Frequent Guest Program (Industry Innovation)
 - Preferred Guest Program Offered Express Reservation Line & Upgrades
- ◆ 100% Guest Comment Card Response Process (Industry Innovation)
 - Personalized Responses for All Submissions (60,000+ Letters Annually)
- ◆ Successfully Transitioned Advertising Agency Account to Top Agency
 - Landed Premier Global Creative Group (Chiat-Day) Despite Budget Constraints
- ◆ Revitalized Central Reservations Call Center Operations
 - Expanded Reservation Throughput by 50% to 30% of Chain Volume
- ◆ Directed National Sales / Public Relations / Collateral Development
 - Managed Staff, Formalized Processes, Benchmarked Results



RockCheetah

Four Seasons Hotels & Resorts

- ◆ Created Standardized Corporate Marketing Planning Framework
 - ◆ Identified Measurable Benchmarks for Teams to Track Success Factors
- ◆ Conducted Annual Planning Process and Quarterly Marketing Reviews
 - ◆ Worked with Regional and Local Teams on Annual and Quarterly Plans
- ◆ Authored National Sales Contact Management System
 - ◆ Distributed Relational Design Tracked Multiple Contacts Across Accounts
- ◆ Conducted Marketing Analyses for New Hotel Development Projects
 - ◆ Comprehensive Reviews for Boston, Beverly Hills & Nevis Projects
- ◆ Defined Structure, Staffing & Compensation for National Sales Offices
 - ◆ Conducted Analysis to Determine Best Talent Deployment Strategy
- ◆ Authored Post-opening Strategic Marketing Plan for New Luxury Hotel
 - ◆ Defined Objectives for Advertising, Public Relations, and Direct Sales Teams
- ◆ Created Models for Analysis of Various Membership Revenue Streams
 - ◆ Set Organization's Initial Entry into Golf Course/Club Management Business



RockCheetah

RockCheetah / Personal Consulting Projects

- ◆ Confidential Client
 - ◆ Marketing & Promotion Plan for Electronic Transaction Processing Organization
- ◆ SideStep.com – Santa Clara, California
 - ◆ Meta-search Travel Packaging Strategy & Product Launch
- ◆ The Old Course Hotel – St. Andrews, Scotland
 - ◆ Redevelopment & Repositioning Marketing Plan / Acting Director of Marketing
- ◆ Hotel Seiyo Ginza – Tokyo, Japan
 - ◆ - International Marketing Plan / Direct Response & Marketing Promotion Execution
- ◆ Rydges Hotel Group – Australia/New Zealand
 - ◆ Marketing Plan to Penetrate North American Wholesale Market
- ◆ Sonesta Beach Hotel – Bermuda
 - ◆ Independent Marketing Plan Evaluation / Management Contract Valuation
- ◆ St. George's Hospital Site (The Lanesborough) – London, England
 - ◆ Site & Product Redevelopment Plan / International Marketing & Positioning Plan



RockCheetah

Industry Leadership Roles

- ◆ Open Travel Alliance
 - Interoperability Committee Representative, Car Working Group Member
- ◆ Hospitality Industry Technology Integration Standards
 - Steering Committee Member
- ◆ Hotel Electronic Distribution Network Association
 - Board of Directors & Descriptive Content Standards Committee Leader
- ◆ Cornell University Center for Hospitality Research
 - Partner Representative
- ◆ Public Speaking Engagements
 - ◆ Industry Conference Presentations
 - The PhoCusWright Conference
 - ◆ Orlando, FL
 - Hospitality Financial & Technology Professionals
 - ◆ Annual Convention & HITEC Conference
 - Hotel Electronic Distribution Network Association
 - ◆ North American and EMEA Conferences
 - International Assoc. of Convention & Visitors Bureaus
 - ◆ Annual Conference, Hong Kong
 - ◆ Academic Community – Guest Lecturer
 - Cornell University – Ithaca, New York
 - ◆ School of Hotel Administration
 - University of Houston - Houston, Texas
 - ◆ Hilton College of Hotel & Restaurant Management
 - University of Ottawa – Ottawa, Ontario
 - ◆ School of Management
 - Queens University – Kingston, Ontario
 - ◆ Queens School of Business



RockCheetah

Recent Presentations

- ◆ Hospitality Financial & Technology Professionals
 - ◆ HITEC Conference – Anaheim, California June 25, 2009
 - ◆ Web 2.0 & 3.0 Technology Impact on Hospitality
 - ◆ [PowerPoint Presentation](#) (pdf format)
 - ◆ [Best Practice Examples](#) (Prezi format)
- ◆ Hospitality Financial & Technology Professionals
 - ◆ Annual Convention – Las Vegas, Nevada September 19, 2009
 - ◆ Marketing Your Hotel / Resort in a Web 2.0 World [Prezi Presentation](#)
- ◆ Open Travel Alliance
 - ◆ Annual Advisory Forum – Seattle, Washington April 27, 2010
 - ◆ The Impact of Structured Data on Search [Prezi Presentation](#)
- ◆ Hospitality Financial & Technology Professionals
 - ◆ HITEC Conference – Orlando, Florida June 23, 2010
 - ◆ Mobile Distribution [PowerPoint Presentation](#) (slideshare.com)



RockCheetah

For Additional Information

RockCheetah LLC

- ◆ Hospitality Marketing Strategy & Travel Technology Consulting
- ◆ E-mail: robert@rockcheetah.com
- ◆ Mobile: +1.262.309.9560
- ◆ Web site: www.rockcheetah.com
- ◆ Blog: [Views from a Corner Suite](#)
- ◆ Twitter: [@RobertKCole](#)