

# Elaine Fallin

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**SENIOR SALES PROFESSIONAL**  
**Director of Sales / Revenue Manager**  
**Pre-Opening Start-Ups / Turnarounds / On-going High Yield Revenue Management**

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Dynamic sales professional with 20 years experience in Hotel Sales and Revenue Management. Demonstrable success in selling and yield management of Limited Service, Full Service and Extended Stay properties. Experienced in both Flagged and Non Flagged properties located throughout South and Central Texas. Core competencies include but not limited to:

Organization / Set up of New Properties  
Strong strategic thinker  
Highly Internet Savvy in Corporate Research  
Proficient in Group Sales negotiations  
Excellent negotiating Skills

Multi-site Sales Management  
Experience with all Major Franchises  
Excellent utilization of CRO systems  
Forecasting and Yield Management  
RFP Bidding and Rate Loading

## PROFESSIONAL EXPERIENCE

### **Crowne Plaza San Antonio Riverwalk**

01/08 – present

Group Sales Manager

Hotel accommodates groups up to 900 people – 38,000 sf meeting space and 410 guest rooms. My responsibility includes solicitation and contracting of group business that best suits the property and revenue guidelines set within budget and marketing plans. Segments assigned has been revised during my employment, going from demographic market segments to vertical markets, to include corporate, government, state and national association.

### **Alamo City Hotels, San Antonio, TX**

01/06 – 01/08

Corporate Director of Sales

Responsible for sales effort of 12 separate properties under 5 different Franchises in the San Antonio market. Flags included are Hilton Garden Inn, Hampton Inn & Suites, Holiday Inn Express, Comfort Inn & Suites, and Best Western with several Marriott products in the pipeline. Daily tasks include approval of all marketing ventures, daily revenue management, group bookings, corporate accounts and transient travelers. Supervisory duties over sales department located in central sales office setting as well as sales coordinators based at the various hotels.

### **Stonebridge Hotels**

11/05 – 01/06

Staybridge Suites –Austin / Round Rock

Worked as outside consultant to hire and train new DOS located at property level.

### **Intercontinental Hotels**

Staybridge Suites NW – Colonnade

03/05 – 11/05

Director of Sales

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**Stonebridge Hotels**

Corporate Director of Sales

08/03 – 03/05

Hotels included under my daily supervision included:

|                              |                   |           |
|------------------------------|-------------------|-----------|
| Staybridge Suites            | Round Rock, TX    | 81 Suites |
| Holiday Inn Express & Suites | San Marcos, TX    | 106 Rooms |
| Best Western                 | San Marcos, TX    | 50 Rooms  |
| Hampton Inn & Suites         | San Marcos, TX    | 90 Rooms  |
| Best Western Inn & Suites    | New Braunfels, TX | 60 Rooms  |

**Interstate Hotels**

Hampton Inn Downtown San Antonio

01/03 – 06/03

Brought in to audit and establish sales and marketing procedures as well as training staff in the benefits of yield management and group evaluation prior to rate quoting. Loaded rates and negotiated and responded to all RFPs.

**Amerisuites San Antonio Airport**

Director of Sales

10/01 - 01/03

**Sheraton Four Points**

Senior Sales Manager

01/00 – 09/01

**Sheraton Gunter Hotel**

Senior Sales Manager

12/97 – 01/00

**Quality Inn & Suites**

Director of Sales

08/92 – 12/97

**Menger Hotel**

Sales Manager

04/91 – 08/92

**Hyatt Regency Downtown**

Admin to Director of Sales

08/88 – 04/91

**EDUCATION & CONTINUING PROFESSIONAL DEVELOPMENT**

Crowne Plaza Sales Certification  
Hilton Garden Inn Sales Certification  
Hampton Sales Certification  
Staybridge Suites Sales Certification  
Extensive experience in Excel, Word & Publisher  
Holiday Inn Sales & Marketing Training  
Conrad Hilton Summer Sessions (2)

Personal and Professional References Available upon request