

Ed Howard

1407 Mohle Drive | Austin, TX 78703 | 512-695-7848 | howarderh@aol.com

CAREER OBJECTIVE

A dynamic individual with proven performance seeking a sales position within the hospitality industry where demonstrated selling and closing skills can lead to increased sales, market share and profitability.

SUMMARY OF SKILLS & ACHIEVEMENTS

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| <u>Sales</u> | Developed strong relationships and loyalty with customer base. Strength in up selling and new account development. |
| <u>Personal</u> | Creative problem solver with excellent communication and presentation skills. Good listener, assertive, optimistic, and ethical. Able to quickly identify needs and generate enthusiasm. |
| <u>Management</u> | Excellent leadership and mentoring skills. |
| <u>Awards</u> | Member Boykin Million Dollar Club achieving over 3 million in sales. Received several awards for sales manager of the month and of the quarter. "Shining Star" Society of Government Meeting Professionals. Certified Meeting Professional (CMP) designation, July 1997. "Star Trainer", "Outstanding Selling" and "Hilton Priority One", Austin North Hilton and Towers. |
| <u>Organizational</u> | Strong ability to prioritize tasks, plan effective actions plans and "SMART" goals and work well under pressure. Minimal supervision required due to strong self-discipline. Prepared monthly and quarterly action plans. |
| <u>Advisor</u> | Assist and advise other departments planning and coordinate events and exhibits. Mentored peers, managers, and assistants. Experienced in travel and exhibiting in industry related events. |
| <u>Technical</u> | Windows XP, Microsoft Publisher, Microsoft PowerPoint, Microsoft Outlook, Hilton OnQ, Delphi, Delphi NSA, SalesPro. Fast and accurate typing. |

WORK EXPERIENCE

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|---|-----------------------------|
| Hilton Austin Airport | March 2006 – present |
| Sales Manager for Association and Government markets. Partnered with meeting planners in coordinating their events and exhibits. Up sold to complete meeting packages. Offered assistance in area attractions and activities. Member in Boykin's Million Dollar Club with sales over 3 million. | |
| Doubletree Guest Suites | 2003 - 2006 |
| Sales Manager for the Corporate, Association and Government markets. Reached established goals of \$80,000.00 per month. Managed current account based and developed new accounts. | |
| Remington Hotels/Embassy Suites | 1998 - 2003 |
| Sales Manager for the Corporate and Association markets. Top 25 producer for the Remington Sales Team. Account development and relationship building with current accounts. Contract sales manager for Dallas, Austin and Houston Embassy Suites. Met and exceeded sales goals of \$60,000.00 per month. | |
| Austin North Hilton & Towers | 1992 - 1998 |
| Senior Sales Manager responsible for the association and corporate markets. San Jose, CA was my sales territory when Austin became high-tech. Sold over 1.5 million in group sales. | |
| ERH Marketing Images | 1989 - 1992 |
| Owner, Director of Sales and Marketing. Created and sold marketing campaigns through specialty advertising to the association and hospitality markets. | |
| Woodfin Suites Hotel | 1987 - 1989 |
| Director of Sales and Marketing. Managed staff of four. Woodfin was a new name in the industry at the time and was not flagged with any brand. Marketing this hotel involved intense "one on one" sales calls and tele-marketing. IBM was our major account and we were the preferred extended stay suite hotel for the 3M divisional relocation. Woodfin occupancy ran in the high 80s'. | |

References and Additional Information Available Upon Request

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Driskill Hotel **1986 - 1987**
Director of Sales responsible for a staff of two administrative assistants and two sales managers. Development of budgets and marketing plan.

Austin North Hilton & Towers **1985 - 1986**
Sales Manager for the Association, Government, SMERF and University markets.

Texas Society of Architects **1985**
Meeting planner consultant. Managed Society's annual convention with attendance over 400 including 130 exhibits.

Dallas Convention & Visitors Bureau **1981 - 1985**
Convention Services Manager. Convention liaison for national association executives. Promoted Dallas as a meetings destination. Assistant to the Director of Convention Housing

EDUCATION

Arizona State University, Hotel/Restaurant Management 1973-1975
Scottsdale Community College, Associate Degree 1971- 1973

CONTINUING EDUCATION

MPI – Texas Education Conference, Ft Worth, TX - 2009
MPI – World Educational Conference, Dallas, TX - 2007
TSAE – Annual Educational Sessions – 2004 - 2009
Hilton Training – Customer Focused Selling – July 2003
Front Line Leadership – Zenger Miller – December 1997
Professional Selling Skills – July 1997
CMP Study Course – June 1996
7 Habits of Highly Effective People – May 1995
Train the Trainer – March 1993

PROFESSIONAL MEMBERSHIPS

Society of Government Meeting Professionals – 2nd VP Membership – 2006-2009
Meeting Professionals International – MPI New Member Program Chair 2005- 2006, Certified Meeting Professionals Chair – 1997, “Trailblazers” New Member Program Chair 1997- 1998, VP Membership, 1998 – 1999, Instructor Advanced Meeting Planning – UT Austin, February 1998
Texas Society of Association Executives – Exhibition Committee Member 1990 – 1991
Austin Hospitality Association – President 1991 -1993