

Allen R Weiss

(305) 389 8421 Email: allenweiss@hotmail.com

Education

Cornell University- School of Hotel Administration, Ithaca, NY, Bachelor of Science Hospitality Administration- May 2001

Florida International University- School of Hospitality Management, Miami, FL, Masters of Science Degree-April 2003

Experience

Marriott International

Tampa FL- Current

Renaissance Tampa Hotel International Plaza – 293 Room 4 Star Property

Marketing & Sales Manager

- Responsible for meeting and exceeding a budget of 3 million generated by corporate volume (Last Room Availability & Non Last room Availability). TMC/Consortia market segments, Government, Discount AAA & Distressed Passengers
- Developed strategic alliances with key corporate travel managers or equivalent through frequent telephone calls, local sales calls, hotel site inspections, trade shows, and luncheons/familiarization events for booking agents
- Develop a market strategy with local business to increase awareness of our signature restaurant Pelagia
- Responsible for making pricing recommendations by reviewing shifts in the market mix.
- Create promotional rates as well as packages on a quarterly basis to impact need/seasonal periods.
- Conduct training for the Front Desk exposing them to various techniques to enhance the guest experience.

Florida International University

Seminole, FL- Current

Adjunct Professor, Hospitality Management

- Encouraged the development of innovative approaches to course design and delivery and ensure that teaching design and delivery comply with the quality and educational standards of the department.
- Challenged thinking, fostered debate and developed the ability of students to engage in critical discourse and rational thinking.
- Supervised student projects, field trips and where appropriate placements.

Interstate Hotels & Resorts

Tampa, FL Jan 2006- April 2007

Wyndham Westshore- 322 Room 3 Star Property

Marketing/Sales

- Managed/directed advertising, public relations, and promotional activities in preparation for a reflagging and repositioning of the property from a Wyndham (3 star) to an InterContinental (4 Star).
- Responsible for meeting and exceeding a budget of 3 million generated by corporate volume accounts

Starwood Hotels & Resorts Worldwide

Tampa, FL August 2004- Jan 2006

Sheraton Suites Tampa Airport – 259 Room 3 Star Property

Business Transient Sales Manager

- Responsible for meeting & exceeding a budget of 1.7 million generated by corporate volume accounts.

F&G Hospitality Consulting

Tampa, FL November 2001-July 2004

International Quality Assurance Company

Hotel Sales Manager/Consultant

- Performed Quality Assurance Shopping Services to 4 and 5 Star Hotels across the United States.

Leadership Positions

- On the Board of the Hillsborough County Schools, Program Director FBTA, volunteer Big Brothers/Big Sisters