



Mayor of Providence

David N. Cicilline

July 9, 2009

Honorable Members
Providence City Council
City Hall
Providence, Rhode Island 02903

Dear Honorable Members:

Pursuant to Sections 302(b) of the Providence Home Rule Charter of 1980 and Section 42-63.1-11 of the Rhode Island General Laws, I am this day appointing Mr. Alan S. Swerdloff, Regional Director for the Procaccianti Group, Providence, Rhode Island 02903, to the Greater Providence-Warwick Convention and Visitors Bureau for a term to expire on June 30, 2010.

Mr. Swerdloff will be completing the term of Mr. Sam Guedouar, who is no longer with the Westin.

Sincerely,

A handwritten signature in black ink, appearing to be "D. Cicilline", written over a horizontal line.

David N. Cicilline
Mayor

DNC: ljp

IN CITY COUNCIL
JUL 16 2009

READ
WHEREUPON IT IS ORDERED THAT
THE SAME BE RECEIVED.
A handwritten signature in black ink, appearing to be "C. M. Stiles", written over a horizontal line.
CLERK

Alan S. Swerdloff

34 Linda Street
Lincoln, RI 02865

(401) 333-2514 (Home)
(401) 952-9141 (Work)

Objective:

Obtain a Regional Director's position in a destination that will utilize my strengths in Sales, Marketing, Corporate Transient Sales and Property Operations that will allow me to add value while attaining maximum revenue generation.

Experience:

The Procaccianti Group

September 2006 - Present

Westin Providence Hotel

Hilton Providence Hotel

Regional Director of Sales & Marketing

- Oversee sales and marketing for 17 hotels in the New England Region
- Work directly with Starwood, Hilton, Carlson, Choice, and IHG brands
- Combined sales force to sell multiple brands in two different cities
- Achieved positive RevPar for New England Region portfolio for last five months
- Achieved positive Associate Opinion Survey for the past twelve months

Sheraton Colonial Hotel & Golf Club, Boston North

January 2003 – September 2006

Sheraton Lexington Hotel

April 2005 – September 2006

Complex Director of Sales & Marketing

- Responsible for total hotels revenue of \$17.0 million.
- Directly responsible for transient, group rooms, food & beverage sales for both hotels.
- Strategic sales planning for each hotel to include market mix, pricing, status, direct sales, and marketing.
- Recruited, directed, and managed a team of fourteen sales and catering professionals.
- Achieved positive RevPar for the past twelve months.
- Actively marketed and sold events for our 18 hole championship golf course.

Sheraton Boston Hotel

January 2002 – January 2003

The Westin Copley Place Boston, Boston, MA

July 2000 – January 2002

Area Director of Transient Sales

- Responsible for maintaining rate integrity between three downtown Starwood Properties and
- Directing the Activities of Business Travel Sales Managers at three downtown Starwood Properties
- Manage Global Preference Accounts that utilize Starwood Hotels in downtown Boston
- Achieved an overall rate increase of 12% for all corporate preferred accounts
- Attained 117% of quota and over \$10 million in sales

W Atlanta @ Perimeter Center, Atlanta, GA

April 1999 – June 2000

Business Travel Sales Manager

- Solicited new accounts from local markets to increase revenue & brand awareness
- Increased consortia rooms nights by 30%
- Developed sincere relationships with local clients
- Added two new global preference accounts with the assistance of Global Sales Offices
- Assisted in loading all new rates to make sure they were accessible in the GDS
- Attained over 150% of quota and over \$1.6 million in nine months

Sheraton Gateway Hotel Atlanta Airport, Atlanta, GA January 1996 - March 1999

Account Manager, Corporate Business Travel (September 1997 – March 1999)

- Solicited transient business from global and local markets to increase revenue
- Managed all aspects of contract negotiations with clients
- Conducted site inspections and entertain clients weekly to obtain future business for the hotel
- Developed and established customer relationships with current and future prospects
- Attained a score of 142% MAP for 1998 with over \$2 million in room revenue

Reception Manager (January 1996 – September 1997)

- Implemented Gateway Check-in
- Responsible for the daily and long term activities for the Reception Department To execute and implement guest service strategies that will exceed all guests' expectations while maintaining expected levels of departmental operating profit
- Ensured that all Reception Department policies and procedures are properly instituted in an efficient and quality manner

Sheraton Grande Torrey Pines, La Jolla, CA

September 1994 - January 1996

Reception Manager

- Implemented Seamless Check-in
- Completed cross training of all Operators and Guest Service Agents
- Implemented the IBU concepts throughout the Reception Department
- Achieved an average Guest Satisfaction Index rating of 93% for both Check-in and Check-out through employee involvement

Sheraton Boston Hotel & Towers, Boston, MA

November 1992 - September 1994

Guest Service Manager

- Assisted in the restructure of the Front Office to help increase Employee Satisfaction Index
- Solely responsible for coordination of Sports Teams within the hotel
- Implemented training of Rooms Rack Control Position
- Assisted in Interviewing, Hiring, Reviewing, and disciplinary actions of all Front Office Staff

EDUCATION:

- Rochester Institute of Technology, Rochester, NY
Bachelor of Science Degree in Hotel/Resort Management

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