

Timothy M. Smith

1888 N. Water Street #109
Milwaukee, WI 53202
(414) 517-1884
tsmith@intercontinentalmilwaukee.com

Professional Experience

Marcus Corporation, Milwaukee WI 1987 - Present

Corporate Director of Sales and Marketing 11/2005 - Present

Directed the sales and marketing teams for all twenty Marcus Hotels and Resorts' properties which total a combined \$225 million in annual revenues

- Responsible for hiring and orientation of all Directors' of Sales and Directors' of Sales and Marketing for the company
- Responsible for the creation and approval of room revenue, marketing, and advertising budgets for all of the hotels
- Created and implemented a sales and catering incentive program for the company
- Worked with the Senior Vice President of Development on potential acquisitions through market research studies and competitive analysis
- Worked with individual Directors of Sales and General Managers to create Strategic Plans and Marketing Plans for each property.
- Attended monthly profit and loss meetings for each hotel

Hilton Milwaukee City Center 9/1987 – 11/2005 Director of Sales and Marketing 1995-2005 Sales Manager 1987-1995

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- Directed a Sales and Catering team that was responsible for producing \$15 million revenue annually in 1995 and increased that revenue to \$30 million dollars by the end of the my tenure (2005)
 - Created and implemented the Sales and Marketing strategies behind the opening of a 250 room expansion, a 20,000 square foot indoor waterpark, Milwaukee ChopHouse and Miller Time Pub.
 - Part of the Executive Committee which was responsible for creating and implementing policies for the hotel
 - Direct contact with the local CVB and Convention Center as well as serving on various committees's and boards during the past ten years.
 - Member of the hotel's orientation team that introduced all new associates to the hotel's culture
 - Member of the food and beverage team for the hotel that concepted and opened the Milwaukee ChopHouse, as well as helped to hire the opening staff for the outlet

Education

University of Wisconsin – Eau Claire
1979 – 1984
BA Accounting

**Professional
Affiliations**

- VISIT Milwaukee, member of Convention Sales Committee, Marketing Committee, Convention Center Advisory Board, FAM Tour Board (1995-present)
- Board Member Hilton Corporation Midwest Marketing Cluster (1999-2003)
- East Town Association (2005-present)
- Board Member Wisconsin Sports Coalition (2003-present)
- American Cancer Society (2005-2007)

References available upon request