

Timothy M. Smith

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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

- 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