

ANTHONY P. TARLA

3318 Jenkins Road NE
Ft. Pierce, FL 34947

(224) 555-1212
Email: tarla@cfl.rr.com

REGIONAL HOSPITALITY MANAGEMENT EXECUTIVE

Demonstrated expertise in start-ups, turnarounds and property improvement projects.

- ▶ Top performer with extensive experience in managing exclusive and boutique hotels.
- ▶ Effective in maintaining budgets while increasing GOP through sales, cost controls, purchasing and monitoring of daily operations.
- ▶ Demonstrated expertise in establishing and maintaining superior quality of guest service to exceed expectations without compromising property profitability.

Highlights of qualifications include:

- Guest & VIP Services
- Budget / P&L Analysis / Accounting
- Information Technology
- Public Relations & Outreach
- Quality Assurance / OSHA
- Human Resources / Supervision
- Sales & Marketing / Public Relations
- Food & Beverage / Housekeeping

PROFESSIONAL EXPERIENCE

SR. OPERATIONS DIRECTOR – WHITTIER PROPERTIES, Monterey, CA - 1998 to Present

Directed the operations of three, four-star boutique hotels including the Ashlington (42 rooms), Monterey Inn (36 rooms) and The Dupoi (22 rooms). *Properties are listed on the national historical registry. Results included:*

- **Business Development:** Increased occupancy of all properties significantly (18-59%) through aggressive marketing to the corporate arena and roll-out of galas and theatrical gatherings to capture public recognition.
- **Site Management:** Addressed deficiencies in property management and guest services through selection and training of new site managers.
- **Staff Development & Service:** Created employee incentive programs to ensure lavish guest service and quality control.

REGIONAL DIRECTOR – STERLING HOTEL CORPORATION, Simi Valley, CA - 1991 to 1998

Promoted from General Manager / Site Consultant responsible for operations turn-around initiatives to Regional Director over 11 properties. Oversaw corporate mandated programs, guided management staff to ensure efficiency and profitability. *Results included:*

- **Property Improvement:** Managed a complete remodeling / PIP expansion project in chain of six hotels (450 to 750 room hotels, some with high rise / multi-complex). Maintained strong occupancy rates throughout construction.
- **Business Development:** Identified potential corporate clients and led sales meetings to drive sales efforts. Recruited and achieved high extended stay percentages with long-term averages of 30+ days. *Improved performance of Mountain View property from lowest for extended stay to top performer.*

continued

PROFESSIONAL EXPERIENCE continued

REGIONAL DIRECTOR – STERLING HOTEL CORPORATION, Simi Valley, CA - Continued

- **Guest Service:** Set a standard for company in guest services, quality assurance, internal audits and risk management audits. *Led two properties to win Hotel of the Year. Achieved positive audits in all eleven.*
- **Budget Management:** Assisted hotels in controlling expenses and payroll while driving revenue growth through management training programs. Recognized achievements of \$150-350K above budget and 100%-143% flow through.

GENERAL MANAGER – HOTEL de MARCELONE, Martine, France - 1994 to 1998

Recruited to this 3-star luxury boutique hotel to direct all operations, strategic planning, staff management, guest services and business development. *Results included:*

- **Management Reengineering:** Analyzed and restructured operational policy and procedure to achieve key improvements in guest relations, staff retention profitability and occupancy rates. Increased occupancy to 106% and profits by 38%.
- **Guest Services:** Recognized by *Luxury Escape* magazine for “*luxurious service, sheer decadence – a top five luxury escape.*”

EDUCATION

BS in Business Administration – University of California, Berkeley, CA
BA in Hospitality Management – California State University, Monterey Bay, CA

AFFILIATIONS

Member - Hospitality Sales & Marketing Association International
Member - Association of Professional Hospitality Managers
Board Member – Economic Growth Committee – Monterey Chamber of Commerce