

JOHN E. BROOKE
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CORE COMPETENCIES

A proven leader with 25 years of consulting and management experience in hotel operations, asset management and acquisitions. Employ excellent communication and problem solving skills. Targets and achieves results, overcomes obstacles, accepts responsibility, establishes standards and responsibilities, creates a results-oriented environment, and follows through on actions both in the short term and long term.

OBJECTIVES

To obtain a position with community where the skills of an accomplished hospitality professional are necessary.

HIGHLIGHTS:

- Achieved a three times equity return in 2 years on Bradford Suites Project
- Managed nine different renovations worth \$34 million
- Improved hotel GOP 10 basis points in five months
- Developed 13 week crisis management plan to manage three different hotels to liquidity
- Experienced at working in an environment of full service resorts to select service hotels
- Co-author *Planning and Managing Capital Expenditures* “CapEx 2007- a study of capital expenditures in the hotel industry

EXPERIENCE:

Creative Services

Co-Owner

June 2011- Current

Creative Services is a graphic design and marketing company that was developed to satisfy marketing needs for small groups and organizations in the Upper Keys. We specialize in logo development, photography, management of mailing lists, and newsletters. Responsibilities include making sales calls marketing our services to the public, and business management.

Superhost Hospitality

Vice President – Operations

Nov. 2010 – June 2011

Superhost Hospitality is a family owned management company currently with two operating hotels (Hilton Garden Inn/Holiday Inn Express), one under construction (Homewood Suites by Hilton), a third party management contract on a Homewood Suites in Orland Park, IL and an asset management contract on the Hotel Arista (Four Diamond property) in Naperville, IL.

Responsibilities included the development of budgets and business plans, overseeing capital expenditures, assisting the ownership in negotiations with their bank and looking for new development and third party management opportunities. While I was with Superhost Hospitality, I re-vamped the accounting system to switch the hotels to the Uniform System of Accounts for Hotels, trained and re-trained staff members in the finer details of service and worked with the franchisor in the development project for ownership.

The position transitioned into working daily with the general contractor, engineers and architects on the development of the Homewood Suites by Hilton on behalf of the owners to be able to get the project open on time and on budget. I was successful in finding cost savings totaling \$70,000 for the Homewood Suites.

Rosbottom Interests

Oct. 2008 – Nov. 2009

Vice President – Asset Management/Hospitality Operations

Rosbottom Interests is a private holding company with numerous subsidiaries engaged in diverse business activities. Hired to take over the day to day oversight of the principal’s three hotel assets, hotel management company and to work on the development of new hotel deals.

Responsibilities included the development of budgets and business plans, financial analysis of a group of hotels and management company, overseeing capital expenditures and looking for new development opportunities. During this difficult economic time, a successful 13 week crisis management plan was implemented, thus putting the hotels on a foothold of managing to liquidity. The goal of this was to lessen the impact of the economic downturn and to get the hotels to support themselves with their own cash flow. The end result was two out of the three hit their first quarter budgets, with no loss in rate and very little loss in occupancy. The third hotel, while not achieving their budget, did increase their GOP 10% to 43%. The third hotel (The Tutwiler) is a full service hotel located in downtown Birmingham. F&B profits were 12% in the first year of internal operations; successful in obtaining a new lease on the restaurant with a culinary school. During this time the company looked into expanding the hotel portfolio for the principal and worked towards underwriting a number of hotel projects.

**The Gencom Group, Miami, FL
Vice President – Asset Management**

Feb. 2005 – Sept. 2008

The Gencom Group is a private real estate investment group and asset management company. Hired to oversee the purchase of six Summerfield Suites by Wyndham hotels and assisted in the disposition of the hotels and the brand in January 2006 to Hyatt Hotels Corp.

Responsibilities included financial analysis of a portfolio of hotels, the development of budgets and business plans, overseeing capital expenditures providing updates to Wall Street Partners and looking for new development opportunities. During the first two years with Gencom Group, worked with the EVP of Acquisitions and Development to scout new sites for growing the Summerfield Suites brand. This resulted in the purchase of the nine Bradford Homesuites, The Strathallan Hotel, and the purchase and subsequent sale of property in Tempe, AZ for a new build Hyatt Summerfield Suites. Developed a plan to raise the RevPar in the portfolio 12% through a re-deployment of the portfolio's customer base and pricing strategy. During this same time I was in charge of scouting new prospective sites to build hotels, or purchase existing for conversion. Every deal that we did not win the bid on has since lost all of their equity.

Responsible for the due diligence materials for the purchase of the nine Bradford Homesuites, the subsequent sale of three of the assets, refinancing of the remaining six and profit improvements for a first year equity return of 98%. During 2007-2008 assisted in converting the six Bradford's to Hyatt Summerfield Suites brand. The entire portfolio that I managed consisted of twelve hotels across the country and two in the Bahamas. The portfolio was split between eight full service hotels and six limited feature hotels. Oversaw nine different renovation projects during 2007-2008 with budgets in excess of \$34,000,000. Led the way in forecasting for acquisition projects, assisting in the negotiation of franchise contracts, negotiations for purchases and disposition of assets and ensuring all due diligence was completed.

**Dimension Development Company, Inc.
General Manager - Homewood Suites by Hilton, Miami, FL
General Manager - Homewood Suites by Hilton, Savannah, GA
General Manager - Holiday Inn Express, Shreveport, LA
General Manager - HoJo Inn, West Palm Beach, FL**

**June 1995 – Feb. 2005
2000 - 2005
1996 - 2000
1996 - 1996
1995 - 1996**

Dimension Development is a hotel management company, managing over 40 hotels across the country.

Hired to be the interim General Manager of the HoJo Inn that was being sold to Circuit City. Assisted in the disbursement of assets to other hotels in the ownership's portfolio. Saved the owners approximately \$10,000 in demolition costs by finding organizations and charities that were willing to come to the hotel and remove at their expense, physical pieces of the structure that would have increased the demolition costs.

Was the pre-opening and opening manager for this 115 room Holiday Inn Express and Suites hotel in Shreveport, LA. Earned the highest pre-opening score (988 out of 1000) from Holiday Inn Hotels in Dimension Development's history and won *New Hotel of the Year* from Holiday Inn. Transferred to the Savannah Homewood Suites after sales had stabilized.

While at the Homewood Suites by Hilton in Savannah, GA, increased the RevPar by \$5.00 or more for each year from the end of 1996 to the end of 1999. Responsibilities were increased to assist other General Managers across the company in the development of their budgets and did task force work occasionally as the need arose. Won *Hotel of the Year* from Dimension Development in 1998.

In 2000 served as the opening General Manager of the 159 all-suite Homewood Suites by Hilton hotel in the heart of the Waterford Office Park in Miami, FL. Responsibilities included overseeing the finishing of the construction, hiring of the employees, and developing the pre- and post-opening marketing plans. First full year operating resulted in a 74.9% occupancy with a \$98.39 ADR. Through first 6 months of second year increased occupancy 10.47% and increased RevPar by \$5.85. Earned an "Outstanding" inspection in March 2002. Served on Hilton's IT Advisory Council for 2 years.

Key Largo Resorts and Casinos, Inc. 1993 - 1995

General Manager - Holiday Inn Key Largo Resort, Key Largo, FL 1994 - 1995

Supervised the overall operation, sales and marketing, and fiscal operations for the hotel. Duties included physical asset management and upkeep, budgeting; costs analysis; payroll and staffing guide control and compliance; sales activities and booking policies; yield management in manners that maximize the revenue generation and resulting profits; motivating and retaining associates; communications with management company and ownership and any other duties required for the day-to-day management and oversight consistent with the expectations for any first class hotel operation.

Resident Manger - Marriott's Key Largo Bay Beach Resort, Key Largo, FL 1993 - 1994

Maintained consistent room department profits of 75%. Was Acting G.M. during conversion to a Marriott Franchise, and was Acting General Manager in absence of G.M. due to turnover. Opened two of the resorts three restaurants and the resort was voted Best Resort in the Keys by the Keynoter Magazine in October of 1993. General focus was on meeting and exceeding Marriott Food & Beverage standards.

Night Manager - Cheeca Lodge, Islamorada, FL 1992 - 1992

Cheeca Lodge is a 5 Diamond resort. Primary duties were to oversee the night audit and act as the Manager on Duty in the overnight hours, working towards the maintaining of the resorts 5 Diamond rating. Coordinated the daily reconciliation of daily receipts from two restaurants and three bars along with the gift shops and activities.

Assistant Rooms Division Manager – Ocean Reef Club, Key Largo, FL 1991

Ocean Reef Club is a 4,000 acre private community located on the northern edge of Key Largo. The club has three 18 hole championship golf courses, over 300 hotel and condos for rent, 25,000 square feet of banquet space, 150 marina slips, seven restaurants and bars, private air strip, medical center, church, fire department and security force. Duties included daily oversight of the front desk, bellstaff, gift shop, marina, laundry and hotel operations. Was responsible for interviewing and determining the best laundry company to change to. First year operating savings were \$55,000.

EDUCATION:

Graduate Cornell University School of Hotel Administration, January 1991.

Internships: The Greenbrier Hotel, White Sulphur Springs, WV 1986

Don's Twinehouse, Huron, OH 1987

Howard Johnson's, Skokie, IL May – Dec. 1988

Sheraton Key Largo, Key Largo, FL Jan. - Aug. 1989

Ocean Reef Club, Key Largo, FL 1990

REFERENCES:

Greg Denton, EVP-Acquisitions, Related Group, GDenton@relatedgroup.com, 305-987-5143

Frant Saitta, Sr. Director Brand Performance Support, Hilton Hotels, frank.saitta@hilton.com (901) 374-6326

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