

Susan V. Morris

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PO Box 88, West Boothbay Harbor, Maine 04575

**Statement of
Qualifications**

Seasoned professional with national/international experience, garnered in the hospitality and real estate industries, focused on building brands, and developing and implementing marketing and communications strategies. In corporate environments, experienced career growth that originated in tactical execution of plans in sales and marketing positions and progressed to developing, managing, and measuring effectiveness of strategic plans in services industries. Proven ability to strike a balance between strategic thought and "make it happen" leadership. Areas of expertise include:

- Brand Strategy and Management
- New Product/Service Development/Launches
- Marketing Communications
- Sales Deployment
- Customer Service

**Professional
Experience and
Selected
Accomplishments**

The NewHeight Group, Boothbay Harbor, ME

Principal, 2001- present

- Marketing and development consulting firm with over 30 years of experience in the hotel, office, residential and retail industries.
- Provide brand and business strategy and advisory services to organizations launching new products or repositioning existing ones. Services include: Real Estate Development, Brand Strategy, and Marketing.

HQ Global Workplaces, Dallas, TX

Vice President, Brand Strategy and Marketing, 1999-2001

- Led the creation of a clear and concise strategy for the development and dissemination of the HQ Global Workplaces brand as the world leader in the Office Outsourcing industry (fully-staffed business centers for use on a short or long term basis-500 centers worldwide). Gained consensus within Franchise and International constituencies on global brand-building initiatives.
- Oversaw research to understand industry, customer, and competitive trends.
- Managed communications during the merger of two companies totaling 470 units in 17 countries.
- Created worldwide marketing and sales materials in five languages to support local, national and global needs. They were delivered within 90 days and won an International Mercury Award.
- Managed existing and evaluated new product and service opportunities as well as potential partnering opportunities. One product, videoconferencing, resulted in \$1,145,000 revenue in its first six months.
- Established a program for effective and regular Employee Communications.
- Recruited and built a talented team to lead marketing, communications, and product management.
- Was key in developing the Internet strategy for the company's evolution to a virtual channel, HQ.com.

Renaissance Leadership, Easton, MD

Principal, 1998-1999

- Provided leadership development programs and strategy consultation. Facilitated processes that enhanced clients' productivity and performance through lasting behavioral change.
- Responsible for business development as well as design and delivery of services.
- Clients included CEO's and senior management of Fortune 500 companies.

Marriott International, major positions held 1985-1998:

Marriott Conference Centers

VP, Brand Strategy, Sales and Marketing, 1995-1998

- Developed brand concept from diverse portfolio based on extensive research resulting in positioning brand as the industry leader from non player in 18 months.
- Defined customer expectations of conference center and established product and service core deliverables.

- Created team of consulting, marketing, advertising, and public relations resources to position brand.
- Recruited and managed direct sales force of fifty.
- Developed and implemented brand growth and development strategy.

Marriott National Accounts

National Account Executive, 1992-1995

- Managed account team responsible for IBM, Marriott's largest and most complex account (revenues of \$130 million), during time of IBM's major reorganization, downsizing, and outsourcing.
- Aligned strategies of National Accounts, Business Travel Sales, and Marriott Management Services.
- Introduced virtual Meeting Planning Service that generated over one million in revenue in first year.
- Led fourteen-month project with Hewlett-Packard that represented first successful effort in industry to quantify, analyze and develop strategy for organization's entire group and transient business.
- Developed first Meeting Planning Assistance Program within a decentralized organization.

Director of National Accounts, 1990-1992

- Developed 70 new national accounts as result of qualifying new geographic territory.
- Exceeded personal solicitation goal by 27%.

Marriott Hotels

Director of Marketing and Sales/Sales Manager, 1985-1990

- Opened two hotels including first Marriott in Canada.
- Managed sales at five Marriott Hotels ranging from airport to resort properties.

Education

University of Massachusetts, Amherst, MA

Masters of Science in Hotel, Restaurant and Travel Administration, 1985

Queens University, Kingston, Ontario, Canada

Bachelor of Arts in Sociology, 1981

**Teaching,
Presentation and
Publication
Experience**

Co-author, *Hospitality Sales: A Marketing Approach* College textbook with Dr. Margaret Shaw, Ph.D. Published by John Wiley & Sons, Inc., 1999

National Speaker. Topics include: Life and Work Style Trends, Brand Strategy, Marketing, and Customer Relationship Management

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