



**DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA**

**September 17, 2026, 3:00 p.m.
San Jose Mineta International Airport – Admin Office Suite B1130
1701 Airport Blvd, San Jose, CA 95110**

*The public can participate remotely via Zoom <https://us06web.zoom.us/j/87937243476>
Meeting ID: 879 3724 3476*

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

For public comment on items on the Agenda that are within the subject matter jurisdiction of the Board.

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless the discussion is requested by a member of the Board, staff, or public. If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered under Consent Items Pulled for Discussion.

1. Action on the Minutes of Discover Santa Clara® Board of Directors – August 20, 2026
Recommendation: Note and File Meeting Minutes.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the Board on any matter not on the agenda that is within the subject matter jurisdiction of the Board. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The Board or staff may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Consideration and Action on Appointment of Raul Gutierrez, General Manager – Santa Clara Convention Center, to the Board of Directors
Recommendation: Approve the appointment of Raul Gutierrez to serve on the Discover Santa Clara® Board of Directors.
3. Consideration and Action on Appointment of Mario Lopez – Area General Manager – AC Hotel by Marriott, San Jose Santa Clara, Sunnyvale Cupertino, to the Board of Directors
Recommendation: Approve the appointment of Mario Lopez to serve on the Discover Santa Clara® Board of Directors.

4. Discussion on the October Annual Meeting and Election

5. CEO Verbal Update

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

This item is reserved for Board Members to present additional Agenda items for future discussion.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regularly scheduled meeting is on October 15, 2026

Brown Act: Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Discover Santa Clara® at dscadmin@discoversantaclara.org prior to the meeting.

Notice to Public: The public is welcomed and encouraged to participate in this meeting. Public comment (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), Discover Santa Clara® will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. Discover Santa Clara® will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in Discover Santa Clara® programs, services, and activities. Discover Santa Clara® will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by Discover Santa Clara® in an appropriate alternative format. Contact Discover Santa Clara® at dscadmin@discoversantaclara.org with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of Discover Santa Clara® should contact Discover Santa Clara® at dscadmin@discoversantaclara.org as soon as possible before the scheduled event.

ATTACHMENTS



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING AGENDA

August 20, 2026, 1:00 p.m.
Santa Clara Convention Center, Room 201
Santa Clara, CA 95054

*The public can participate remotely via Zoom <https://us06web.zoom.us/j/87937243476>
Meeting ID: 879 3724 3476*

CALL TO ORDER

Chair Lentz called the meeting to order at 1:05 P.M.

ROLL CALL

Present: 6 Chair Catherine Lentz, Forty-Niners Stadium Management Company
Vice Chair Erin Henry, Hyatt Santa Clara
Treasurer Nany Fullmore, Marriott Santa Clara
Member Billy Mendez Moreno, Delta Hotels Santa Clara
Member Samuel Florio, Santa Clara University
Member Reena Brilliot, City of Santa Clara (Left the meeting at 2:50P.M.)

Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)
Member Scott Wintner, San José Mineta International Airport (Ex-Officio)

Absent: 3 Member Jack Bloom, Embassy Suites by Hilton
Member Kevin Dominguez, Element Santa Clara
Member Farshad Mayelzadeh, Hilton Santa Clara

Staff: Jiawei Tang, Discover Santa Clara®

A Quorum of 6 has been met.

PUBLIC COMMENT

For public comment on items on the Agenda that are within the subject matter jurisdiction of the Board.

There were no public comments.

CONSENT AGENDA

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1. Action on the Minutes of Discover Santa Clara® Board of Directors – June 17, 2026

Recommendation: Note and File Meeting Minutes.

2. Action on Discover Santa Clara®'s May and June 2026 Sales Activity Report.

Recommendation: Note and File Sales Activity Reports.

3. Insurance Coverage Summary for Board Members – Information Item Only

A motion was made by Vice Chair Henry, seconded by Treasurer Fullmore to approve the Consent Agenda.

Ayes: Chair Lentz, Vice Chair Henry, Treasurer Fullmore Member Mendez Moreno ,Member Bloom, Member Florio, Member Reena Brilliot.

Absent: Member Bloom, Member Dominguez, Member Mayelzadeh

Motion passes 6–0.

CONSENT ITEMS PULLED FOR DISCUSSION

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There were no public presentations.

CONVENE TO CLOSED SESSION

The Board of Directors convened to Closed Session at 1 : 15 P.M.

4. **a) Gov. Code § 54957(b)(1)** – Public Employee Discipline/Dismissal/Release
b) Gov. Code § 54957(b)(1) – Public Employee Performance Evaluation – Chief Executive Officer

RECONVENE TO PUBLIC SESSSION

The Board of Directors reconvened back to Public Session at 1 : 42 P.M.

REPORT(S) OF ACTION TAKEN IN CLOSED SESSION MATTERS

There were no reports of action taken in closed session to report out.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

5. Presentation and Discussion on Upcoming Annual Meeting in October, Board Officers Elections, Board Composition, and Board Offsite.

Director of Business Operations Jiawei Tang presented an overview of the upcoming Annual Meeting in October, including the current Board composition, officer positions up for election, and available committee positions. Tang opened the floor for Board discussion regarding the upcoming elections and the proposed location, format, and timing of the October Board offsite.

The Board was presented with two options for the offsite: holding the offsite on the same day as the October Annual Meeting or scheduling it for a separate date. Board members discussed the options and provided feedback. The CEO will consider the Board's comments and present offsite options to the Board for a future decision.

6. Monthly CEO Update

CEO Christine Lawson provided the Board with updates on the DMO renewal, the upcoming audit, and recent cross-functional organizational accomplishments. The Director of Sales and Destination Services and the Director of Marketing and Communications also provided updates on their respective departments, highlighting recent accomplishments, activities, and progress on key initiatives.

COMMITTEE UPDATES

7. Report and Discussion on Nominating Committee Board Candidate Interviews.

Nominating Committee Chair Erin Henry presented a report on the Committee's interviews with two prospective Board candidates. Following the interviews, the Nominating Committee recommended that the Board consider the appointment of both candidates based on their respective experience and expertise and their potential contributions to the Board's strategic direction

BOARD MEMBER OPEN FORUM

This item is reserved for Board Members to present additional Agenda items for future discussion.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Chair Lentz adjourned the meeting at 3:06 P.M. The next regularly scheduled meeting is on September 17, 2026

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Raul R Gutierrez

10641 Wildhurst Street, Las Vegas NV 89183 310-227-0485 braul1570@gmail.com

Professional Accomplishments

An industry veteran with more than 30 years of arena and stadium operational experience. Senior leader who has successfully opened four venues - BBVA Compass Stadium (Houston, TX), Barclays Center (Brooklyn, NY.), T-Mobile Arena (Las Vegas, NV) and Allegiant Stadium (Las Vegas, NV) in the past 10 years. Proven qualities of team leadership and development, employee training and recognition programs with a passion to lead by example. Focused on creating process & procedure, best practices and turnkey strategies for projects and organizations. Able to adapt to growing needs within an organization, master new roles and responsibilities, and produce results based on KPI's and budget. Eager to pursue new opportunities, engage with like-minded leaders and respond to challenges for on-going professional development.

Experience in leading the planning, preparation, and execution of a variety of high-profile sports, music and corporate events while delivering premium experience for guests and clients. Maintains positive and effective relationships with local government agencies, facility vendors, event promoters (Live Nation & AEG Live), and Las Vegas resort partners.

Additional oversight for construction phases of new venues includes FFE, Electrical, Mechanical, Access Control, Life & Safety, Security Cameras, Two-Way Radio, BMS, Waste Management, Concrete, Final Commissioning, etc.

Experience

OVG = Santa Clara Convention Center – Santa Clara, CA October 2025 – present

General Manager

- Senior leader oversight for the Santa Clara Convention Center.
- Oversight of daily venue management operations which include the Events, Sales, Operations, Security, Engineering, Marketing, Production, IT, Audio Visual and Maintenance departments.
- Management of RFP and Capital projects for the facility in collaboration with the City of Santa Clara City Manager's office.
- General oversight of operating budget over \$15 million including sponsorship revenue and activations.
- Conduct high level tours for government officials, celebrities, and site visits for event promoters.
- Venue liaison with Federal, State and City Government / Law Enforcement / Transit agencies.
- Served as liaison with Santa Clara Fire and Police Departments for all facility and event operations.
- Collaboration with food & beverage, hotel and visitor's bureau partners in the sales, planning and execution of all events.
- Primary liaison with the Teamsters and Engineer's unions in the application of collective bargaining agreements (CBA's).

Liberty Media – F1 Grand Prix Plaza – Las Vegas, NV December 2023 – August 2024

VP – Operations

- Senior leader oversight for Grand Prix Plaza facility Security, Operations and Maintenance departments.
- Management of facility operations including all critical facility infrastructure – HVAC, Fire Sprinkler Monitoring system, BMS, Elevators, Escalators, etc.
- Oversight of RFP processes for facility 24/7 & Event Security staffing services and Daily & Event Janitorial staffing services.
- Development and oversight of event production SOP's, schedules, permitting and event execution.
- Revised fully commissioned CCTV Security and RFID card access systems for F1 Las Vegas grand Prix and year-round facility operations.
- Served as liaison with Clark County Fire and Las Vegas Metro Police Departments for all facility and event operations not related to the Las Vegas Grand Prix.
- Collaboration of facility event production IT, Video and Audio systems with event production teams for all events.
- Responsibilities included oversight and collaboration with F1 LVGP CFO and finance departments for annual operating budget of \$20 million.

MSG Sphere – Las Vegas, NV October 2022 – September 2023

SVP – General Manager

- Pre-Opening development of venue operational plans. Areas of planning included traffic/parking, food and beverage, merchandise, guest services, ticketing, staffing levels, union labor negotiations, budget forecasting, FFE, staff hiring, etc.
- Oversight of all front of house operations – Guest Services, Building Operations, Event Production, Engineering, Custodial Services, Traffic, Box Office, Food and Merchandise and 1600 part-time event staff and 120 full-time directors and managers.
- Collaboration with Creative Technical studio teams for enhanced audio & video production elements.
- Conduct high level tours for government officials, celebrities, and site visits for event promoters.
- Venue liaison with Federal, State and City Government / Law Enforcement / Transit agencies.

ASM Global – Allegiant Stadium – Las Vegas, NV – August 2019 – October 2022

VP of Operations

- Senior leader overseeing Engineering, Maintenance (Custodial) and Operations departments, Life Safety, which includes the management of 150 part-time event staff and fifteen full-time directors and managers.
- Developed operational plans for all event conversions which include SEDA and Stage Right retractable seating units, event sponsor activation requests, event signage and all public and private event related needs.
- Management of stadium assets including a 19-million-pound, natural grass field tray that is positioned into place for all NFL (LV Raiders) games.
- Management of facility operations including all critical stadium infrastructure – BMS systems, central plant, event conversion and maintenance programs.
- Liaison with County Building and Fire Department Officials.
- Assist with management of food and beverage partner and additional third-party operations. Including catering and VIP reception elements.
- Meeting organizational budgets and business goals totaling over fifteen million dollars.

MGM – T-Mobile Arena – Las Vegas, NV. – May 2015 – August 2019

Executive Director – Arena Operations

- Management of all front of house operations – Security, Guest Services, I.T., Facility Operations, Engineering, EVS (Housekeeping), Traffic, Box Office, Life Safety and Premium Services and six hundred part-time event staff and 20 full-time directors and managers.
- Developed operational plans for the 2-acre Toshiba Plaza which includes two stages with power, data and audio sources to help offset production costs.
- Oversight of facility operations featuring 24/7 interior and exterior security operations, maintenance of all critical arena infrastructure – BMS systems, IT systems and networks, scheduling/payroll systems, central plant, ice plant and maintenance programs.
- Management of event Guest Services, Premium Services and Security personnel. Developed inventory control programs to manage uniforms, ticketing equipment, guest resolutions and service recovery items.
- Arena liaison with Federal, State and City Government / Law Enforcement / Transit agencies. Consistently work with local and state law enforcement on an event-by-event basis to ensure public safety.
- Management of food and beverage partners, and financial performance. Including catering and VIP reception elements.
- Primary lead for the integration of the NHL's 31st team – Vegas Golden Knights (expansion team) working with the NHL and Team ownership to establish all operational and guest facing operations for the team's inaugural season in 2017. Developed SOPs in compliance with NHL ice surface guidelines, including making of ice, painting ice and in-game ice plant maintenance.
- Successfully worked within operating budgets totaling over twelve million dollars.
- Experience in the execution and oversight of high-profile events such as Stanley Cup Finals (2018), Latin Grammy's, Pac-12 Men's Basketball Tournament, Billboard Music Awards, iHeart Music Festival, NHL, Boxing, College Basketball, WWE, and large production concerts.

AEG – Barclays Center – Brooklyn, N.Y. – September 2012 – May 2015

Assistant General Manager

- Management of all front of house operations – Security, Guest Services, Traffic, Box Office, Fire & Safety, Premium Services and Event Services. This includes the oversight of seven hundred part-time event staff and twenty-five full-time directors and managers.
- Established event security program for off-duty NYPD law enforcement personnel.

- Served as liaison with Federal, State and City Government / Law Enforcement / Transit agencies. Consistently worked with local NYPD precinct on an event-by-event basis to ensure public safety.
- Experience in employee progressive discipline as well as employee recognition.
- Successfully worked within operating budgets totaling over six million dollars.
- Experience in the execution and oversight of high-profile events such as NBA All- Star Weekend, MTV Video Music Awards, Rock n Roll Hall of Fame Awards, NHL, Boxing, College Basketball, WWE, and large production concerts (Justin Timberlake, Katy Perry, Beyoncé, etc.). Developed SOPs in compliance with NHL ice surface guidelines, including making of ice, painting ice and in-game ice plant maintenance.
- Promoted from V.P. of Event & Guest Services to Asst. General Manager within 1 year of the opening of the arena (9/28/12).

AEG - BBVA Compass Stadium – Houston, TX - February 2012-September 2012

Sr. Manager – Security & Guest Services

- Established procedures, policies, job fairs, training, and employee incentive programs for four hundred employees for the new 22,000 seat soccer specific stadium.
- Created pre-opening and operating budgets for Guest Services and Security departments.
- Managed day-to-day and event operations of the Guest Services and Security departments.
- Responsible for all customer service issues regarding Guest Services & Security during all events.
- Experience in the coordination and implementation of the In-Stadium Solutions (ISS 24/7) software system used to organize, record, and communicate all event and facility issues.
- Development of employee manuals and handbooks for both the Guest Services and Security departments and Emergency Action Plan and drills for all staff and guests.
- Duties also included designing, ordering, and controlling the inventory of event staff uniforms for both Guest Services and Security departments.

AEG – The Home Depot Center – Carson, CA – January 2008-January 2012

Manager – Guest Services

- Managed day-to-day and event operations of the Guest Services department.
- Managed decisions, protocol, and communication in emergency situations.
- Managed department operating budget and related equipment inventory.
- Review and recommend supplies and equipment required for all Guest Services department functions.
- Implement employee incentive program to ensure employee retention.
- Developed the HDC employee guidebook for all venue departments and vendors.

The Los Angeles Dodgers – Los Angeles, CA – May 1988 – January 2012

Asst. Manager – Security & Guest Services

- Supervise up to 60 Security Officers and Guest Services staff during each event.
- Manage security issues including first aid response and ejections in a tactical manner.
- Effectively resolve Guest Services issues including seat relocations and complaints.

Education

- Don Bosco Technical Institute – Rosemead, CA – AS Degree Construction Technology – 1988

Certifications & Memberships

- IAVM - Certified Crowd Manager
- Certified Trainer – Security Oriented Customer Service
- UNLV Mentor of the Year – 2017
- Forklift, Scissor Lift and Telehandler certified
- CPR Certified

Mario S. Lopez

925.922.2525 Phone
mario.lopez@evolutionhospitality.com Email

SUMMARY

Authentic and innovative hotel leader with an entrepreneurial, hands on and lead by example approach to business. Created new service standards, built, and supported major accounts, turned around problem areas. Strategic out-of-the box thinker and team builder. Always using leadership & financial talent with a strong commitment to excellence, work ethic, and servant leadership style to deliver outstanding services for guests, a superior work environment for Team Members and always maximizing return on investment for owners and investors.

EMPLOYMENT HISTORY

September 2019 – Present

Area General Manager

Evolution/Aimbridge Hospitality - AC Hotels Santa Clara/AC Sunnyvale (Jan. 2026 to present), Element by Westin San Jose Airport (Oct. 2021 to January 2026), Hyatt Regency Sonoma - 253 Guestrooms/50,000 Square Feet Conference Center (October 2020 to October 2021), Sheraton San Jose Hotel - 229 Guestrooms/10,000 Square Feet of Function Space (September 2019 to October 2020)

- ◆ Recipient of Marriott Hotels & Resorts “Hotel of the Year Opening 2022”.
- ◆ Proud member of Marriott’s General Manager Advisory Council (GMAC) proudly representing Aimbridge Hospitality.
- ◆ Power of M – GM End User Member.
- ◆ Recipient of Evolution/Aimbridge Hospitality “General Manager Opening Hotel of the Year 2022”.
- ◆ Mentor in our company to help new GMs familiarize with our company’s Culture, guiding principles and help them navigate through our systems and procedures – setting them up for success.
- ◆ Fully engaged in brand activation and compliance of all brand standards. Certified Service Culture trainer and Six Sigma.
- ◆ ITRec (Intent To Recommend) – @ 86.1% YTD (Top # 4 Ranking - as of Oct. 2025) in entire Element Hotels system
- ◆ STR – Ranking 1 of 6 YTD (As of Sept. 2025). Top # 1 Ranking in 2023 & 2024.
- ◆ 100% Associate Retention - Leadership Team and 93% in entire hotel.
- ◆ 100% Associate engagement in 2024 and 98% in 2025 – Aimbridge Associates Engagement in 2025 Pulse Associate Proud to showcase four associates from our hotels who were rewarded to participate in Aimbridge Hotels & Resorts and AHILA Apprentice Program.
- ◆ Fully versed in all Aimbridge systems and tools (A3, UltiPro, UKG Dimensions).

August 2017 – September 2019

General Manager

Remington Hotels & Resorts – Embassy Suites by Hilton Walnut Creek

249 Suites & 11,000 Square Feet of Function Space

- ◆ As soon as starting with hotel; worked with Asset Manager and Hotel Renovation Project Manager – completed renovations of all suites, pool, F&B and all public areas (lobby & atrium).
- ◆ Established strong partnership with regional revenue manager and VP of sales & marketing. Which has resulted in our hotel ranking as the best in our division (2018 & 2019) and top 20 ranking (YTD) in overall company.
- ◆ Established strong mentorship culture in our hotel. Known in my company as the “Mentorship” Hotel. Recognizing internal talent and working with them resulted in internal promotions, extended tenure of associates (at all levels), sustainable and consistent results in all components of FIVE DRIVERS culture – Exceptional Guest Service, Associate Empowerment, Revenue Generation, Asset Maintenance and Financial results.
- ◆ Served in entire Remington Company GM Council - Focusing on ways to improve company initiatives, culture, revenues, adoption of new technology, attracting/retention of talent, environmental initiatives and improving positioning of company in Glassdoor employer ranking, etc.
- ◆ Provided task force support in our division for GM, Engineering, Sales, Housekeeping and Front Office. Training ground for new leaders in our division
- ◆ Currently serving as Divisional Champion for Choose To Be Green initiatives and partnerships.

June 2010 – August 2017

General Manager

Interstate Hotels & Resorts – Sheraton Pleasanton Hotel

170 Guestrooms & 4,500 Square Feet of Function Space

- ◆ Fully engaged in brand activation and compliance of all brand standards. Certified Service Culture trainer and Six Sigma.
- ◆ Consistently achieving and maintaining high Guest Experience Index (GEI) scores as well as exceeding annual Quality Assurance standards goals.
- ◆ Working closely with owners, interior designer, brand, and Construction Company to manage the complete renovation of hotel.
- ◆ Directly involved in revenue management with full utilization of Starwood's systems: Galaxy, LightSpeed, Tlpe and RDP.
- ◆ Recipient Starwood Hotels Top 10 Ambassador Service – March 2015
- ◆ 20% YOY RevPar increase (2015/2016). 109.2 RPI for 2016
- ◆ Achieved 100% Compliance Big 3 Risk Management & 92% Annual Employee Satisfaction Survey (Interstate Hotels & Resorts)
- ◆ Knowledgeable and proficient with all IHR platforms – IHR1, Iway, Workday, MarkeBasket
- ◆ Strategically positioned the asset and fully cooperated with ownership to sell the hotel.

November 2006 – June 2009

General Manager

Doubletree Hotel Modesto - Modesto, CA

258 Guestrooms & 37,000 Square Feet of Meeting Space (Including Modesto Centre Plaza)

- ◆ Strongly involved in Revenue Maximization processes & procedures. Our hotel was the proud recipient of the **"2007 Jorgen Hansen Award for excellence in Revenue Management"**
- ◆ Consistently engaged in, and supportive of, all Sales & Catering (extensive flexible meeting space – hotels plus Modesto Convention Centre) initiatives to maximize revenues and business partnerships opportunities.
- ◆ Developed strategies to coordinate & complete hotel renovation without interrupting the generation of revenues and minimizing any negative impact in service delivery.
- ◆ Responsible for annual financial budgets for all departments, and monthly financial diligence.
 - Improved RevPar Index from 137.1 at EOY in 2006 to 166.9 T12 through April 2009. Maintained number 1 ranking in market since December 2006.
 - Effectively created and implemented "Cost & Revenue Contingency Initiatives" throughout the entire hotel. Constantly meeting/exceeding budgeted GOP/NOI figures. Constantly finding ways to creatively, and as a team, maximize revenue opportunities and minimize cost.
- ◆ Successfully negotiated extension of exclusive Catering & Concessionaire agreement with City of Modesto.
- ◆ Hosted Doubletree Brand's CARE & Service training for regional & international trainers.
- ◆ During my tenure two of my Team Members received Doubletree Brand's prestigious "Spirit of Pride" award.
- ◆ **Hilton certified OnQ PMS, R&I, OnQ FM, and OnQ RM.**
- ◆ Established and maintained strong partnership with the community: Served as a Director for the Modesto CVB, Chamber of Commerce and Hispanic Leadership Council. Also served as a regular speaker for Stanislaus County Parent Institute & Modesto School District.

May 2003– November 2006

General Manager

Hilton Pleasanton at The Club (Now Doubletree by Hilton) - Pleasanton, CA

296 Guestrooms & 14,000 Square Feet of Meeting Space

- ◆ Responsible for all hotel operation. Aggressively marketed and directed sales and revenue efforts.
- ◆ Conducted training for all area personnel and managed all daily hotel activities. Very active and involved in the community.
- ◆ Worked closely with owners, interior designer, architects, and Construction Company to manage the complete renovation of hotel.
- ◆ Consistently increased GOP & NOI figures over previous years' performance by enhancing all departments' efficiencies.
- ◆ Exceeded Hilton's Complete Balanced Scorecard key performance indicators, which resulted in our hotel winning the **"2005 All GREEN Zone Award"** (Hilton Hotels).
- ◆ Constantly leveraged Hilton Brand's systems and tools, and along working with key accounts, resulted in our hotel winning the **"2005 Highest HHonors Occupancy Award"** - Commercial Property (Hilton Hotels)
- ◆ Member of Hilton Brand 2005 "Hilton IT/OnQ Advisory Council". My hotel was chosen as beta test hotel for Hilton pilot programs (My Way, Engagement, etc.).
- ◆ Established and maintained a strong partnership with the community: Tri-Valley CVB Board Member in 2004 - became Chairman of the Board serving the 2005/2006 & 2006/2007 terms. Proud recipient of **"2004 Rotarian of the Year - Service Above Self Award"**, 2004/2005 Tri-Valley CVB **"Member of the Year"** & **"2005/2006 Chairperson Award"**

December 1997 - May 2003

General Manager

Radisson Hotel Visalia (now Marriott Hotel Visalia) - Visalia, CA

204 Guestrooms & 53,000 Square Feet of Meeting Space (Including Visalia Convention Centre)

- ◆ Provided leadership, direction, and assistance to hotel management team, as well assisted in the development of new products and service approaches for management company.
- ◆ Conducted daily, weekly, and monthly meetings with department managers. Interviewed, hired and trained department managers, supervisors, and line level associates. Developed and implemented marketing, sales, profitability strategies. Established and implement operating and capital budget; monitored actual expenses and forecast against budget on a regular basis.
- ◆ Consistently ranked among the 5 best hotels throughout the complete Radisson system. Proud recipients of the **Radisson President's and Advocates Awards** throughout the years I managed the property.
- ◆ Maintained a strong market share RevPar Index (all under very challenging economic conditions and the addition of new hotels to the local market). Consistently exceeded GOP & NOI goals for Owners and Management Company, while delivering the best products and services at the hotel.

October 1986 - December 1997

Various Positions

Stockton Hilton, Stockton, CA - Richfield Hospitality (Aircoa)

196 Guestrooms & 14,000 Square Feet of Meeting Space

Porter, Bellman, Desk (10/86 to 6/88); Housekeeping Supervisor (7/88); Desk Supervisor (1/89); Assistant Executive Housekeeper (10/1989); Jan. 1990 - GM created Management trainee position for me (working in various departments/positions throughout hotel), Executive Housekeeper (02/91), Reservations Manager (04/92), Director of Front Office (01/94), Rooms Division Manager (10/96), Assistant General Manager (03/97).

EDUCATION - Universidad Nacional - El Salvador, Central America (Mathematics)

LANGUAGES - Fluent in English & Spanish (reading, writing & speaking).