

DATE: June 16, 2021

TO: City Clerk

FROM: City Representative Isabel Salcido

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0005

Please place the following item on the (Check one): CONSENT X REGULAR \_\_\_\_\_

Agenda for the Council Meeting of June 22, 2021

Reappointment of Marianne Rosas Ayoub to the Community Development Steering

Item should read as follows: Committee by Representative Isabel Salcido, District 5

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Community Development Steering Committee

NOMINATED BY: Representative Isabel Salcido DISTRICT: 5

NAME OF APPOINTEE Marianne Rosas Ayoub  
(Please verify correct spelling of name)

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

**DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY?** YES: \_\_\_\_\_ NO X

**IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:**

**HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES:** \_\_\_\_\_

**LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS):**

**WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?**

NAME OF INCUMBENT: Marianne Rosas Ayoub

EXPIRATION DATE OF INCUMBENT: 6/8/2021

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X  
RESIGNED \_\_\_\_\_  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 6/22/2021

TERM BEGINS ON: 6/22/2021

EXPIRATION DATE OF NEW APPOINTEE: 6/13/2023

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: \_\_\_\_\_

2<sup>nd</sup> TERM: x

UNEXPIRED TERM: \_\_\_\_\_

# Marianne Rosas

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## Executive Profile

Highly-energetic Operation Manager focused on promoting customer satisfaction through exceptional service and obtaining high employee morale. Skilled and talented at improving team performance through innovative management techniques. Experience in offering thoughtful, comprehensive and constructive feedback to staff members to promote productivity and company loyalty.

## Skill Highlights

- P&L management
- Human resources management
- Market penetration
- Budgeting/Forecasting
- Revenue Management
- Powerful negotiator
- Sales Team Development
- Problem Resolution
- Career-Development/Mentoring
- Team building/Staff retention
- Strategic planning
- Experience with Hilton, Marriott and IHG brands
- RFP's experience for above Hotel Brands

## Experience

Holiday Inn El Paso West

April 2017 to Current

### General Manager

El Paso, TX

- Overall management of operation of hotel
- Oversee renovation conversion from Country Inn & Suites to Holiday Inn
- Implemented IHG hotel brand standard
- Regular property inspections of hotels public area, guest rooms, back of the house, bar and meeting rooms
- Established a new Sales and Catering team
- Implemented structure, strategies and guidance to the newly hired Sales and Catering staff by attending networking events, sales calls to potential high volume companies and preparation for the upcoming RFP season
- Understand the market area and competition to gain daily/monthly full revenue potential
- Review monthly P&L numbers with ownership and investors
- Conduct and attend weekly leadership and banquet meetings
- Become familiar with the property's overall building challenges to include implementing life safety requirements
- Interview and approve all new hires for every department to ensure hotel gains the quality personnel and add to the hotel team culture and goals

Courtyard by Marriott / Interstate Hotels & Resorts

July 2011 to April 2017

### General Manager

El Paso, Texas

- Manage Human Resources duties; attract, retain and motivate employees
- Conduct performance/salary reviews, problem resolution, discipline and termination of employees
- Mentor mid-level managers and supervisors to prepare them for career growth
- Implement company programs; comply with the operation of Franchise agreement, Federal/State Laws regulation and Interstate Hotels & Resorts policies and procedures to the highest level of customer satisfaction
- Limit liabilities and maximize profit revenue management; forecasting and restriction
- Create and maintain budget goals

- Respond to Marriott Guest Voice and Trip Advisor reviews
- Operation of Bistro restaurant on property to include Starbucks
- Experience with STAR Report, Sales Pro, Workday, ADP, Fosse, Marriott Global Source and Micros
- Attended networking events, conduct sales calls, booked sleeping room and meeting room business, assist in responding to RFP's
- New Hire Task Force for Holiday Inn Express Central El Paso, Texas

Hampton Inn & Suites

July 2002 to July 2011

**Director of Sales**

El Paso, Texas

- Manage all aspect of the Sales Department; overall sales and marketing of the hotel to achieve optimal occupancy and use maximizing revenue and meeting/exceeding hotel profit objectives
- Preparing of reports, analyze and review forecasts and budgets
- Develop and continually enhance relationships with corporate, businesses, travel industry, community organizations and professional association through inside and outside sales
- Development of quarterly and annual sales and marketing plan
- Experience with STAR Report, Hotelligence, Sales Pro, OnQ by Hilton
- Renovation experience
- Sales Task Force - Portland Oregon

Hilton El Paso Airport

December 2000 to July 2002

**Sales Manager**

El Paso, Texas

- Worked on all market segments: Corporate, Government, Association, Sports and Group Sales
- Negotiate accounts and group sales
- Attendant trade shows along with the CVB to help promote Hilton Hotel Airport and The City of El Paso

**Core Accomplishments**

Perfect Balance Award for 2014 and 2015 year Crossroad Division for Interstate Hotels & Resorts Award - consist of high associate engagement survey scores and profit flow of 50% or above for the fiscal year.

**Certifications**

- Connect-U Fundamentals and CFRST Strategic Alignment mandated by Marriott
- IHG General Manager Program for Holiday Inn
- Human Resource certification

**Skills**

**Operational Skills:** Budgeting, Revenue Management, Customer Satisfaction, Marketing, Creative Problem Resolution, Meeting and Exceeding Budget Goals, Multi-tasking, Human Resource duties

**People Skills:** Enthusiastic People Person, Customer Service, Advanced Problem-Solving, Team Building, Motivation/Mentoring and Manage Relationship skills

## **Community Service**

- League of United Latin America Citizens (LULAC) since 2015
- El Paso Hotel Lodging Association (EPHLA) / Education Committee chair since 2016
- Experience El Paso committee for Sgt Major Academy (Ft Bliss) in care of The El Paso Greater Chamber of Commerce 2017
- El Paso Advisory Tourism Board conducted by Destination El Paso since 2017
- Downtown El Paso (DTEP) / Living tour volunteer 2018
- El Paso Community College / Developing a Curriculum for Travel & Tourism and Hospitality Operation for Fall 2018

## **Education**

### **Santa Teresa**

#### **BBA: Business Management / Human Resources**

Santa Teresa, New Mexico

- Business Management GPA 3.4
- Human Resource GPA 3.7