



## **Vice President Revenue Management: Casino & Non Casino Hotel Environment**

The Vice President Revenue Management will oversee and execute the revenue management strategies across various properties. This role is responsible for defining the revenue strategy, driving the highest possible REVPAR and ideal market mix. This position is responsible for leading revenue goals, interfacing with Corporate and Property Senior Leaders. This individual will develop a best in class Revenue Management Team and will define the technologies and processes used to achieve this goal.

All duties are to be performed in accordance with departmental company policies, practices and procedures.

- Oversee the Revenue Management division for various properties to ensure financial targets are being achieved.
- Provide leadership and guidance in the development of strategies, operational efficiencies, and technology initiatives for all Revenue Management activities.
- Define and implement strategies that create measurable revenue performing enhancements.
- Develop and execute YRM inventory and pricing strategy within tier.
- Makes all tactical daily pricing adjustments; make rate level trade-offs between props.
- Provide YRM strategic direction to Vice Presidents at Property within Tier, DM on Tier campaigns and Leisure on Tier strategy, and ensure properties executing accordingly.
- Develop financial forecasts and evaluation of various marketing, value added, and pricing programs to ensure delivery expected contributions to RevPAR and profit
- Provides inputs and recommendations to YRM Strategy and improvement opportunities based on market conditions as pertains to competitive market rates, marketing strategies, inventory levels, material changes in supply and demand, change in distribution channels, etc. (input to Rev Strategy lead).
- Consolidate, prepare and communicate yield management data for senior management on a daily basis, and provide recommendations for revenue maximization (forecasts, rate changes, competitive impacts, dilution and displacement analysis).
- Oversee collection and data storage of key historical data to assist the properties in the ongoing daily implementation of rate strategies, analysis of reports, recommendations for continued revenue generation and efficiencies.
- Direct development and implementation of effective reports and analyses to optimize revenue across all properties in each market segment and distribution channels.
- Direct development of property pricing strategies to ensure corporate increased volume, market share, and hotel revenue, monitoring current booking trends and recommending marketing strategy modifications accordingly.
- Continuously investigate new profit and revenue growth opportunities.
- Interfaces daily with channel to ensure accuracy of market rates and distribution channels.
- Communicate and present findings along with sound business recommendations for future growth to with Chief Sales Officer and business partners.
- Oversee the department's financial management following the policies and standards of the company and with a stewardship that creates long-term viability for the company.

## Preferred:

- MBA
- Ability to think critically; research, recommend and implement solutions effectively.
- Comfortable with both quantitative and qualitative analysis, able to leverage data to inform business decisions.
- Strong business and financial acumen, ideally with some direct exposure to business domains such as finance or operations.
- Must possess broad-based credibility, and is capable of consistently working under pressure with vague/limited information while forging close working relationships with other senior executives throughout the organization.
- Must be performance driven and able to provide judicious, measurable results and possess a proactive sense of urgency and the ability to overcome obstacles to produce results in a timely fashion.
- Must be comfortable, articulate and dynamic in front of both external and internal audiences, including clients, senior management and customers.
- Experience working with and presenting to senior management, external vendors/banks/auditors.
- Experience in financial analysis, accounting principles and theories with the successful application of these concepts in a hotel / casino environment.
- Excellent working knowledge of personal computer software programs such as Word and Excel
- Perception and awareness of management's reporting needs and the ability to translate information into readable and logical report structure.
- Working Knowledge of Automated revenue Management system.
- Able to apply mathematical analysis, to understand, comply and uphold all departmental and Company rules, regulations, policies and procedures.
- Possess excellent communication and phone skills.
- Establish and implement new policies and procedures.
- Possess skills in preparing and maintaining records and writing correspondence.
- Maintain confidentiality of sensitive information.
- Establish / maintain effective working relationships with staff and management.
- Possess strong leadership qualities, sound judgment, and superior decision-making and problem-solving skills.
- Ability to perform a myriad of duties with extreme care and attention to detail.
- Ability to work in a fast-paced, busy, and somewhat stressful environment.
- Must be able to communicate effectively in English, in both written and oral forms.
- Must have interpersonal skills to deal effectively with all business contacts.
- Previous experience working in a similar resort setting.

## Required:

- Bachelor's degree in one of the following areas or in an equivalent technical field: Finance, Engineering, Statistics, Mathematics, Revenue or Hotel Management or equivalent education and experience.
- At least 10 years of leadership experience.

- Experience in revenue management, marketing and/or hotel/gaming operations, strategic price-demand modeling and building complex pricing and mix optimization models for multi-segment, multi-product businesses, financial analysis and/or Operations Research modeling experience, and business-to-consumer pricing experience.