

Charles E. Brownfield, III

PROFESSIONAL EXPERIENCE

Global Hospitality Advisors, LLC

Formed in January 2002 to offer a range of specialty consulting services to the hospitality industry. For information on the GHA team and range of services offered, please visit: www.GlobalHospitalityAdvisors.com

1982 to 2002: InterContinental Hotel Group

IHG, formerly Bass Hotels & Resorts/Six Continents Hotels, acquired Inter-Continental Hotels and Resorts in March 1998. In addition to Inter-Continental, group brands include Crowne Plaza, Holiday Inn, Holiday Inn Express and Staybridge Suites. The IHG portfolio is comprised of nearly 3400 properties located in 98 countries worldwide.

Senior Vice President, Marketing and Sales

InterContinental Hotels -The Americas

July 1999 to January 2002

Responsible for sales and marketing activities of the upscale brands in North America, both Inter-Continental and Crowne Plaza, and all brands in Central/South America: IC, CP, Holiday Inn, Express and Staybridge. Direct portfolio responsibility for more than \$1.1 Billion in annual room revenue.

Served as member of the Global Marketing Forum that established strategic brand direction, created worldwide tactical programs & promotions and ensured necessary support infrastructure for IHG worldwide.

Also responsible for the Americas based Regional Sales organization comprised of some ninety-five persons in total generating through direct sales activity more than \$1.7 Billion in revenue annually for the IHG brands worldwide. The Global Sales Programs department, producing more than \$500 Million in revenues annually, was the other key component of my team.

SVP, Brand Manager – InterContinental Hotels and Resorts: 1998 to July 1999

Responsible for the worldwide development and implementation of InterContinental brand strategies, programs, promotions and related support activities designed to maximize system wide revenues through improved market penetration, increased brand awareness, enhanced customer preference and portfolio expansion.

Developed and implemented a global, five-year business plan for InterContinental.

Senior Vice President - InterContinental Hotels and Resorts: 1994 to 1998

SVP, Business Development-Americas: Responsible for business development within the Americas for all three of the IHC Group brands: Inter-Continental Hotels and Resorts, Forum Hotels and Resorts and Global Partner Hotels & Resorts. Supervised North American and South American Vice Presidents of Development and coordinated the creation and implementation of expansion strategies.

Chairman, Sales and Marketing Reengineering Task Force - named in 1995 to head this initiative to integrate, automate, train and restructure both hotel and corporate based sales and marketing personnel worldwide.

SVP, Managing Director, Global Partner Hotels & Resorts - Founder and senior executive responsible for Divisional operations and management as well as acquisition and retention of affiliated upscale properties worldwide.

SVP, Managing Director, Inter-Continental Vacation Ownership Resorts - developed concept and business proposition for IHC's planned entry into this new segment. Responsible for a comprehensive worldwide Resort Strategy.

Prior Positions with InterContinental Hotel Group include:

Vice President Sales and Marketing - Americas - responsible for all sales and marketing activities within the Americas source markets, both hotel and corporate, including the creation and management of alliances and partnerships. Member of five person Global Marketing Committee.

Acting Senior Vice President, Marketing and Strategic Planning, Inter-Continental Hotels Corporation - served in this temporary capacity during management restructure and relocation of headquarters from New Jersey to London. Assisted in the recruitment of London based team as well as field staff worldwide.

Vice President Sales and Marketing – North America - responsible for hotel sales and marketing activities:

- Marketing strategies, plans and programs, advertising and promotions
- Controlled \$30 million annual sales and marketing budgets
- Generated total revenue of \$300 million annually

- Directed 225 person sales and marketing team
- Responsible for achievement of goals, quotas and hotel budgets
- Liaison with hotel ownership groups
- Conducted project feasibility studies
- Coordinated travel industry partnership marketing activities
- Participated in development of international marketing programs and sales plans
- Worked with agencies and vendors for collateral development, direct mail and advertising

Director of Marketing - Hotel Inter-Continental New Orleans - served in pre-opening capacity through first six months of operation.

1979 to 1982 A.P. I., New Orleans, Louisiana

Executive Recruiter - for local company working in banking, oil & gas and legal recruitment. Certified Personnel Consultant.

1973 to 1978 Fairmont Hotel Company

Director of Sales - New Orleans. Also worked in Washington DC regional office and at the Dallas hotel.

1972 to 1973 Professional Golfer

EDUCATIONAL BACKGROUND

University of Arkansas

B.S.B.A. Banking and Finance

ORGANIZATIONS AND HONORS

- Advisory Board Member, WorldwideTravelJobs.com
- Past International Board Member, HSMAI
- Past Board Member, TIA
- Golden Lion Award for creation of Global Partner Hotels & Resorts
- IHC Marketing Person of the Year
- Certified Personnel Consultant (CPC)
- Past Treasurer, Board Member, CPC Society of Louisiana
- Golf Scholarship, University of Arkansas
- Dean's List, University of Arkansas
- President, Student National Education Association, University of Arkansas
- Various Hospitality Industry Affiliations and Speaking Engagements