

Summary of Employment History and Functional Expertise of Charles Brownfield III

Employment History - 30 years of work experience with three major employers:

- Fairmont Hotels** for 6 years
- API (Executive Recruiter)** for 4 years
- Inter-Continental/Six Continents Hotels** for 20 years
- Global Hospitality Advisors, LLC** since January 2002

Functional Expertise

Marketing

- Hotel, Regional, National and International experience
- Brand, Corporate and Divisional responsibilities
- Alliance marketing, programs and promotions
- Award winning advertising and public relations campaigns
- Portfolio in excess of \$1.1 Billion in annual revenues

Brand Management

- Served as SVP and Brand Manager for Inter-Continental worldwide

- Responsible for Crowne Plaza brand in Americas
- Created and launched Global Partner Hotels & Resorts brand worldwide
- Developed other branded, new business entities for Inter-Continental

Development

- Led new hotel project development efforts for IC in the Americas
- Responsible for acquiring all members of GPH&R worldwide
- Launched development efforts for IC Vacation Ownership Resorts

Strategic Planning

- Created GPH&R from concept to implementation to worldwide operations
- Led Sales and Marketing process re-engineering for IC worldwide
- Developed and launched IC Vacation Ownership Resorts brand concept
- Developed IC entry concepts for Fractional Clubs and Cruise industry

Divisional Operations

- Responsible for Sales & Marketing operations in the Americas and worldwide
- Full P&L responsibility for the worldwide operations of GPH&R

Sales

- Hotel, Regional, National and International direct sales and management experience
- Hotel career began in Sales with Fairmont Hotels; top individual producer
- Direct Sales as Executive Recruiter with API
- Direct management responsibility for Inter-Continental Sales organization
- Appointed to lead worldwide Sales Re-Engineering effort for IC
- Developed and implemented Sales incentive compensation models
- Lead Sales person for GPH&R business development solicitation efforts
- Responsible for SCH Sales Programs department
- Led SCH Americas Sales to exceed target of \$1.7 Billion production in 2001

Executive Recruiting

- Certified Personnel Consultant
- Nearly four years with executive recruitment firm
- Have led corporate recruitment efforts for hundreds of S&M personnel

Professional Golfer

- Attended University of Arkansas on golf scholarship
- Played 2 years on mini-tours thereafter while attempting to obtain PGA card

Education

-BSBA, Banking & Finance, University of Arkansas

Contact Information

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