

ANJULI “JULI” PATEL

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PIP Oversight | FF&E & Design Submittals | Brand Standards | On-Site Project Resolution | ADA & Life Safety Compliance

Regional Manager, Major Renovations

Hospitality Renovation expert with over 18 years of experience managing brand compliant design and construction projects for major hotel franchises, including IHG, Hilton, and Marriott. Adapt at leading on-site PIP renovation efforts, managing compliance with License Agreements, and resolving field conditions through construction and design adjustments. Skilled at conducting PIP site evaluations, managing FF&E and design submittals, and ensuring conformance to ADA, life safety codes, and brand standards. Proven success working directly with owners, design teams, and brand reps to deliver projects on time, within budget and to brand specifications. Experienced mentor and trusted industry consultant.

PROFESSIONAL EXPERIENCE

Hospitality Consultant, Owners Rep, Self-employed

11/2024- Present

Independent Consultant specializing in PIP financing, FF&E Procurement, and hotel renovations for Full and Select Service Brands

- Manage all PIP renovations activities and design reviews to ensure compliance with franchise License agreements.
- Conducted Field assessments and collaborate with contractors and designers to resolve design/construction issues as they arise
- Provide feedback to brand leadership on recurring product issues and suggest improvements
- Mentor owners and support technical understanding of brand requirements
- Drafted comprehensive PIP scope solutions and aligned with renovation timelines and brand expectations.

National Design Consultant, Innvision Hospitality

10/2021- 11/2024

- Managed FF&E sourcing and procurement for major renovation and new construction hotel projects nationwide
- Reviewed brand prototypical designs, budgets and specifications for conformance and sourcing feasibility
- Collaborated with Architects, designers, and owners to align product selections with project goals.
- Oversaw vendor negotiations, performance evaluations and logistics coordination and installation timelines
- Produced reporting documentation and project dashboards for brand reps and team

National Account Manager, GE Appliances

03/2020 – 02/2021

Grew revenue by signing up 2 new accounts and growing 11-13 national accounts (hospitality distributors); met 99% of sales targets despite challenging economic situation; leveraged professional network. Pushed sale of HVAC and home appliances in 5 states (Texas, Arkansas, Louisiana, Mississippi, and Oklahoma). Drove sales and improved relationships with existing national accounts (worth \$6-10M); ensured SLA adherence; eased the purchasing process. Served as a holistic/scalable solutions provider; resolved client issues. Part of a 7-member team. Helped train a new employee on company processes.

- Grew G6 Hospitality account by \$500-600K by streamlining the order processing function; reduced number of complaints within 4 months. Set limits on credit card use; updated SKU list on the clients' portal (twice); rapidly corrected processing errors.

- Boosted team sales by ~10% by guiding the creation of a user-friendly cheat sheet and a product information spreadsheet; improved order tracking and knowledge of product offerings; eased staff understanding of technical information.
- Facilitated HVAC sales and helped B2B customers achieve regulatory compliance by helping with the creation of product documentation; collaborated with engineers to answer inquiries. Ensured that the product met client requirements.

Field Sales/Project Manager, HD Supply

03/2014 – 03/2020

Promotion Track: Inside Sales Portfolio Representative

02/2012 – 03/2014

Grew existing accounts by 50% by providing holistic solutions that proactively addressed customer needs; positioned company as a one-stop-shop solution provider. A key figure in improving sales and team performance by helping improve the training program; educated sales reps on developing superior insights; coached 30-50 sales reps. Increased sales rep participation at tradeshow. Strengthened customer relationships by ensuring SLA adherence and reiterating value proposition.

- **Awards:** 6-time winner of the Regional Renovations/Project Sales Growth Leader award; exceeded project sales by 25%+ each year. 5-time Regional Rep Leader in YoY Growth (2014, 2015, 2017-2019). 2-time HR Supply Regional Award winner (2012, 2018).
- Exceeded sales targets for all 8 years; delivered ~110% to sales plan (8-year average). Territory growth results (2014→2019): 20.1% YoY growth for \$1.1M territory → 29.5%; \$1.3M → 13.1%; \$1.6M → 16%; \$2.1M → 19.3%; \$2.8M → 24.8%; \$3.9M.
- Opened new business avenues by leveraging sister company's (White Cap) on-going and upcoming projects; identified new customers by asking for referrals through White Cap; built inroads to leaders by communicating the value proposition.
- Doubled an existing account and added \$278K to top-line sales by providing 60-70% of the project's total equipment requirements; regularly communicated with the customer to build a deep understanding of project requirements.
- Recognized for signing up the largest number of customers on the company's app; improved customer experiences and overall sales by helping customers sign up for the HD Supply Solutions app.

Sales Manager, Days Inn

12/2012 – 06/2013

Delivered a \$300K hotel renovation project on time and within budget; oversaw project planning and execution, including budget management, vendor partnerships, and procurement and design efforts; supervised subcontractors. Streamlined project accounts payable and documentation through regular communications with vendors, subcontractors, and project owners.

EDUCATION

Certified Master Hotel Supplier (CMHS), The American Hotel & Lodging Educational Institute (AHLEI), 2016/17

Certificate in Hotel Ownership (CHO), The American Hotel & Lodging Educational Institute (AHLEI), 2008

Degree Program: Bachelor of Science in Management Information Systems, California State University, Sacramento

Technical and Industry Skills

PIP Scope Development • License Agreement Compliance • Design Review & FF&E Submittals • ADA & Life Safety Codes
Construction Field Issue Resolution • Brand Standard Implementation • Owner & Franchisee Relations
On-Site Renovation Management • Vendor & Contractor Coordination • Mentorship • Project Documentation & Reporting

References

Lee Fluker. Bolt and Riot Studio, Lee@boltandriot.com 214.316.2783 (Interior Designer,)

Bijal Patel. Sonari Capital b.patel@sonaricap.com 831.818.5279 (Client)

Joseph Brothers, **VP of Sales at OxBlue Corporation** (404) 580-9967 (Former Manager)

Ryan Keeffe, **VP of Hospitality** (571) 218-5466 Ryan.keeffe@hdsupply.com (Former Director)

Bryce Bowman Former **VP of Cetis** (719) 233-9141. (Old Colleague)