



# Douglas McLain

## Hotel, Resort, Destination, and Event Sales Executive

### CONTACT

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### KEY SKILLS

- Revenue Generation
- Team Leadership
- Sales Strategy
- Training Development
- Performance Management
- Solution Selling
- Client Relationships
- Digital Platforms
- Event Management
- Strategic Planning
- Account Management
- Market Development
- Hospitality Industry
- Tourism Marketing
- Revenue Management
- Crisis Management

### EDUCATION

**Bachelor of Science in Hotels  
& Hospitality Business  
Administration**

Fairleigh Dickinson University-  
Metropolitan Campus,  
Rutherford, NJ

**DES, Event Strategist  
Certification, 2022, PCMA**

### PROFESSIONAL SUMMARY

Hotel Resort Sales, Marketing & Events Executive with extensive expertise in sales and marketing strategy, and driving significant revenue growth through the management of high-performance teams. Skilled in team leadership and strategic use of digital platforms. Diligently focused on team performance management and account and relationship management, with a commitment to delivering exceptional and extraordinary results.

### EMPLOYMENT HISTORY

#### **DIRECTOR OF EVENT SALES, STRATEGIC ACCOUNTS** **2015 – 2024** **Notified | Acquired by BRANDLIVE, in April 2024**

- Led and mentored a 7-member global event communications sales team, achieving 145% of a \$34M goal in 2023.
- Managed top Fortune 1000 accounts, driving significant revenue growth across the company's highest profile accounts including: Hilton and Hyatt Hotels, American Airlines, McGraw Hill, FedEx, Merck, Siemens, Lowe's, Bloomberg, Dow Jones, Wall Street Journal and many more.
- Led a team towards the production of \$250M in revenue and \$10M individually in 2020.
- Supported VP in exceeding average annual sales goals of 40-50M for five consecutive years.
- Earned multiple awards for outstanding sales team achievements in existing and new business account revenue growth.

#### **SENIOR VICE PRESIDENT, GLOBAL SALES** **2011 – 2015** **Discover The Palm Beaches, FL**

- Led a 15-member sales team to boost convention center and hotel group room nights by 140% over five years.
- Built strategic partnerships with the destinations top-tier and luxury resort properties for enhanced bookings.
- Executed global international sales plans with \$1.5M in sales and marketing investments.
- Achieved top state ranking for year-over-year growth in visitation.
- Implemented performance management and training across all areas.

## COMPETENCIES

- Top Line Revenue & Yield Focused
- Technology Specialist
- Thoroughly Detailed
- Multi Property Team Leader Experienced
- Team Training and Development Centric
- Diligent Follow Through

## PERSONAL INTERESTS



Boating



Golf



Hiking



Gym



Sports



Indy Music - Classic Rock

## REFERENCES

 [Click here](#)

## EMPLOYMENT HISTORY



### **CORPORATE DIRECTOR OF SALES AND MARKETING** **Obadon Hotels and Resorts Collection**

**2008 – 2011**

- Directed sales and marketing strategies for six luxury hotels, achieving \$47+M in annual sales revenues.
- Enhanced revenue management, leading to substantial growth in room and catering sales.
- Collaborated with teams to optimize marketing campaigns, improving brand visibility.
- Analyzed market trends to develop effective pricing strategies, boosting occupancy and rates.
- Implemented cross-property initiatives, to drive sales discipline and revenue results.



### **PRINCIPAL AND VP OF SALES & MARKETING** **Core Hospitality, LLC (Formerly Trident Hospitality Management)**

**2005 – 2008**

- Leveraged data-driven insights to optimize revenue streams, significantly enhancing the market position of Renaissance Boca Raton and Marriott Fort Lauderdale North.
- Guided and mentored sales and catering teams across two upscale properties, fostering a culture of excellence and achieving measurable revenue improvements.
- Directed sales and catering teams across both properties, driving substantial revenue growth for Soave Enterprises and positioning hotels for successful acquisition and 2.5X sale to The Procaccianti Group.

## OTHER HOTELS AND RESORT EXPERIENCE



### **WYNDHAM INTERNATIONAL**

- Regional Director of Sales, Florida overseeing 8 Florida Hotels / Resorts
- Director of Sales and Marketing (Wyndham Bonaventure Resort and Spa)
- Director of Group Sales (Wyndham Palace Resort and Spa - 4 Diamond Hotel and Spa)
- Director of National Sales – Midwest Market (Wyndham El Conquistador Resort & Country Club)
- Director of Sales and Marketing (Wyndham El San Juan Hotel and Casino)



### **INTERSTATE HOTELS AND RESORTS**

Various Regional, and Property based Director, and Sales roles through a successful 9-year tenure.



### **HYATT HOTEL AND RESORTS**

Sales Manager, Hyatt Regency Greenville, SC and Food and Beverage Manager, Grand Hyatt New York City, NY

## PROFESSIONAL ASSOCIATIONS

- Member of South Florida Interactive Marketing Association
- Former Chairman, Visit Florida Meetings, Events and Travel Trade Committee
- Former Board Member HSMAI South Florida Chapter