
JOHN A STRAIT

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Profile

Dynamic and result oriented executive with 20+ years of experience in management of room and catering sales, banquet/catering/convention operations and event organization in luxury hotels and resorts. Excellent analytical and strong leadership skills to help drive the operational team to achieve yearly revenue goals and profitability. Notable success in large-scale properties. Client-centered approach to develop long-term business relationships. Well organized and practical experience at conducting business at the highest level of professionalism.

Experience

Director of Catering Sales and Conference Management, Renaissance Las Vegas; Las Vegas, NV — July 2019 - Present

Provide overall leadership for the Conference Services and Catering Department. Managed a team of three (3) Conference Service Managers, as well as one (1) Catering Sales Manager and one (1) Catering Coordinator.

Key Activities: Managed the 2019 budget of \$7.2 million in Banquet and Catering revenue. Exceed Banquet Budget Revenue Goals for July - December 2019 by \$200,000. Developed and implemented incentive plan for the Conference Services division that increased upsell by 27% above the F and B minimum.

Director of Catering Sales and Conference Management, Langham Huntington; Pasadena, CA — July 2017 - October 2018

Provide overall leadership for the Conference Services and Catering Department. Managed a team of four (4) Conference Service Managers and two (2) Conference Coordinators, as well as four (4) Catering Sales Manager and two (2) Catering Coordinators.

Key Activities: Managed the 2018 budget of \$13.6 million in Banquet and Catering revenue. Exceed Budget Revenue and EBITDA Goals for January and February 2018. Developed and implemented procedures for the Catering Division that boosted overall yearly revenue by 8%. Developed and implemented incentive plan for the Conference Service Division that increased upset by 21% above the F and B minimum.

Director of Catering Sales and Conference Management, SLS Las Vegas Hotel and Casino; Las Vegas, NV — June 2015 - April 2017

Provide overall leadership for the Conference Services and Catering Department. Managed a team of three (3) Conference Service Managers, as well as five (5) Catering Sales Managers and two (2) Catering Coordinators.

Key Activities: Managed the 2017 Budget of \$8.7 million in Banquet and Catering Revenue plus an additional \$5 million in Catering Sales Revenue with the Nightlife and Restaurant venues. Exceed Budget Revenue and EBITDA Goals for January and February 2017 with Opening Margin 53.8% in January and 57.8% in February. Developed and implemented procedures for the Catering Division that boosted overall yearly revenue by 12%. Developed and implemented incentive plan for the Conference Service Division that increased upsell by 33% above the F and B minimum.

Director of Catering Sales and Conference Management, Four Seasons Silicon Valley; Palo Alto, CA — June 2014 - June 2015

Provide overall leadership for the Conference Services and Catering Department. Managed a team of one (1) Conference Service Manager, as well as three (3) Catering Sales Managers and two (2) Catering Coordinators.

Key Activities: Managed annual budget of \$6.9 million in Banquet and Catering revenue. Managing daily activities of the department. Responsible for achieving Catering Sales Goal of \$1.2 million focusing on the financial market. Partnered with Event Designer to create and implement the "Inspirational Events" brochure to differentiate the property and drive revenue.

Director of Catering Sales and Conference Management, Marina Sands Bay; Singapore — July 2009 - April 2013

Provide leadership for the MICE and Catering Department. Managed a team of one (1) Conference Director, four (4) Associate Directors, seventeen (17) Catering and Conference Managers, as well as seven (7) Catering Coordinators.

Key Activities: Developed the overall department's SOPs, training manual related to catering and conference management along with banquet operations. Conduct bi-weekly meetings with CCM - Local Corporate/Weddings/VIP Team to analyze sales data and plan weekly targets for closing of accounts and create bookings. Responsible for managing department by department expenses, including payroll percentage to revenue, all operation expenses and other expenses. Lead and guided CCM teams to ensure all catered events received exceptional services during their stay at the property.

Selected achievements: Banquet Year 2012 over Year 2011. Total revenue increase to \$58.1 million in 2012 vs \$47.1 million in 2011 (an increase of \$11 million =

23.1%). Profit increase to \$22.4 million in 2012 vs \$18.9 million in 2011 (an increase of \$3.5 million = 18.5%).

Skills

Area of expertise:

Strategy planning and implementation reduction

Business development - Local and MICE forecasting and budgeting

Pricing and menu management tracking

Staff development and training

Operations management development

Revenue growth/cost

Banquet and Catering

Market/Competitors trends

Analytical problem-solving

References

Upon Request
