

CHRISTOPHER BRIAN HARDEE
PRESIDENT - CBHOSPITALITY CONSULTANTS
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LAS VEGAS, NV

05/2013- PRESENT

HOSPITALITY INDUSTRY PROFESSIONAL - 30+ YEARS OF EXPERIENCE

HOTEL OPERATIONS, HOTEL SALES & MARKETING, TRANSIENT & TRAVEL INDUSTRY DISTRIBUTION, CONVENTIONS & MEETINGS, REVENUE MANAGEMENT, ADVERTISING, PUBLIC RELATIONS, DIGITAL MARKETING, FOOD & BEVERAGE OPERATIONS

PROFESSIONAL EXPERIENCE*

Vice President Travel Industry Sales - Wynn/Encore*	Las Vegas, NV	04/2017 - 07/2018
<ul style="list-style-type: none">Increased Leisure Segment ADR by \$42 YOY YTD from 04/2017 - 07/2018 on a base of 410,000 Room NightsIncreased Leisure Sales Profitability/Room Night YOY YTD from 04/2017 - 07/2018 by 21%		
SVP Hospitality Business Dev. - Don Anderson, Inc.*	Las Vegas, NV	10/2015 - 04/2017
<ul style="list-style-type: none">Developed Online Marketing Programs for DAI to streamline efficiencies, reduce costs and increase profitabilityExpanded Client Network to include Independent Hotel Marketing Representation and Global DMO profile		
Director of Memberships Chapter Advisory Board - HSMAI*	Las Vegas, NV	01/2014 - 01/2017
<ul style="list-style-type: none">Founding Member of HSMAI Las Vegas Chapter, which had not been active for over 30 yearsCollaborated on Advisory Board spearheading the Casino STAR Report with Smith Travel Research		
Director of Sales & Marketing Trump International Hotels*	Las Vegas, NV	02/2014 - 06/2015
<ul style="list-style-type: none">Increased Transient and Group Room Nights by 23% YOY YTD from 02/2014 - 06/2015Developed Global Social Media presence with and outperformed all metrics as compared to other portfolio Hotels VP Hotel		
Sales & Marketing/Consultant - Downtown Grand*	Las Vegas, NV	05/2013 - 07/2013
<ul style="list-style-type: none">Served as Pre Opening Consultant to establish Marketing Plan and Sales Goals and ObjectivesLaunch Choice Hotels Ascend Collection Partnership, GDS Distribution and Marketing Affiliation		

PROFESSIONAL EXPERIENCE - MGM RESORTS INTERNATIONAL

Corp. VP Transient Sales/Partnership Mktg. - MGM Resorts	Las Vegas, NV	07/2009 - 03/2013
<ul style="list-style-type: none">Transient/FIT market segment responsibility comprising 28% of overall Enterprise occupancy mixAchieved Annual Mix of 4,000,000 room nights and \$400 Million in Annual room revenueExecuted Partnerships with Hyatt, Avis-Budget, AARP, AAA, American Express, MasterCard, Visa, Cola-Cola		
Vice President Hotel Sales & Marketing - The Mirage	Las Vegas, NV	01/2005 - 07/2009
<ul style="list-style-type: none">Responsible for staff of approximately 35 persons with goal of 75% property level occupancy mix via Transient, Convention and Leisure market segmentsResponsible for coordination with corporate P/R, Advertising and Internet Operations/Marketing to achieve occupancy and branding goals		
Executive Director Hotel Sales & Marketing - Bellagio	Las Vegas, NV	01/1997 - 01/2005
<ul style="list-style-type: none">Responsible for staff of approximately 35 persons with goal of 75% property level occupancy mix via Transient, Convention and Leisure market segmentsResponsible for coordination with corporate P/R, Advertising and Internet Operations/Marketing to achieve occupancy and branding goals		

EDUCATION

University of Nevada - B.S. Hotel Administration	Las Vegas, NV	08/1987 - 05/1989
University of Houston - Hilton College	Houston, TX	08/1985 - 05/1988
Texas State University - Business Administration	San Marcos, TX	08/1983 - 05/1985

C. Brian Hardee

President
CBHospitality Consultants

Brian Hardee is currently President of CBHospitality Consultants.

Drawing upon his 35+ years of Hospitality Industry experience in Food and Beverage, Hotel Operations and Hotel Sales & Marketing, his multi-faceted expertise extends well beyond these three major Hospitality Industry disciplines. Brian's experience includes a mastery of Global Travel Distribution methods, with extensive worldwide business and personal relationships with Major Third Party Travel and Meetings Industry Leaders, as well as every major Travel/Meetings Industry Trade organization.

Internally, within the Hotel, his purview has extended to the realms of Revenue Management & Distribution, Public Relations, Advertising (print, email, digital/social) and his experiences in every area of the Hotel & Lodging Industry, are unmatched. His "well-roundedness", make him the ideal candidate for any position within the Travel & Hospitality Industry.

Since leaving MGM Resorts after 30 years of loyal/successful service, he has held a number of positions and accomplished a wide range of Hospitality Industry milestones.

From becoming a Founding Member of Las Vegas' HSMIA Chapter as Director of Partnerships/Memberships, then guiding the chapter through his seat on the HSMIA Las Vegas Advisory Board. His full-time employment, and contract consultancy projects include his tenure at Trump International Hotel, Downtown Grand Las Vegas, Don Anderson Inc.'s Sr. VP of Hospitality Industry Business Development and his most recent stint as Wynn/Encore Las Vegas' Vice President of Travel Industry Sales.

During the period, 2009 - 2013, Brian Hardee reached the apex of his career at MGM Resorts with his appointment to the position of Corporate Vice President of Transient Sales & Partnership Marketing for MGM Resorts International.

In this role, he provided oversight and business development support for the company's Transient (consumer-direct) market segment at the various properties and led the company's Global Strategic Alliances/Partnership Marketing (B2B and B2C) efforts. Hardee worked with numerous corporate and property-level divisions including Marketing & Advertising, Brand Strategy, Strategic & Relationship Marketing, Internet Marketing, Revenue Management & Channel Distribution and Internal Marketing.

A native of Houston, Texas, Hardee moved to Las Vegas in 1988 to pursue a career in hospitality. His first job was as a Front Desk Clerk for the Golden Nugget. In 1989, Hardee participated in the Company's first Management Associate Program, a hands-on training course for college graduates. Upon completion, Hardee served on the opening team for The Mirage as Assistant Front Office Manager. From there, he held a series of positions with the property's Hotel Operations department before transferring to Hotel Sales and Marketing in 1992. After five years of management service in Leisure and Convention Sales, Hardee joined Bellagio in 1997 as Director of Travel Industry Sales. Another series of promotions included roles as Director of Hotel Sales & Marketing in 1998 and Executive Director of Hotel Sales & Marketing in 2000. Hardee rejoined The Mirage in 2005 as Vice President of Hotel Sales and Marketing and was promoted to the role of Vice President of Transient Sales & Marketing in June of 2010. Global Strategic Alliances/Partnership Marketing was added to his purview in March of 2011 as part of his current position.

Hardee earned his bachelor's degree in Hotel Administration from the University of Nevada, Las Vegas. He also attended Texas State University and the Hilton College of Hotel and Restaurant Management.

PROFESSIONAL REFERENCES:
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