

KEITH A SIEBENALER

Objective

For the past 20+ years, I've worked in both luxury and lifestyle hotel organizations (Fairmont, Hyatt, Kimpton/Intercontinental Hotels Group) driving guest satisfaction scores, customer loyalty and employee engagement. I have a passion for developing high performance teams that want to create one of a kind guest experiences for both guests and employees. I have experience in multi-unit properties, union/non-union, and resort/city center locations in several different domestic markets. I look to apply these skills in a strategic senior leadership role within an organization focused on driving customer and brand loyalty.

Professional Experience

Pre-Opening General Manager – Kimpton Claret, Denver, CO September 2023 – Present, 190 Guest Rooms, 10,000 Square Feet Meeting Space, Halo Rooftop Bar and Saverina Italian Restaurant:

- Brought to opening July 2024, a new lifestyle product to South Denver
- First Kimpton Opening of 2024, part of the next generation of boutique/lifestyle properties for the brand
- Focused on growing the Kimpton brand in the mountain region, building relationships with local investors with an interest in like sized/similar style property
- Highly focused senior leader with 2 Kimpton managed restaurant and bar outlets – Saverina Italian inspired American restaurant and Halo rooftop bar + music venue
- Budgeted goals consist of a stabilized operation by end of 2025 with over \$20M in annual revenues split 60:40 rooms' revenue to food and beverage revenue. Targeted and on track for a 30% GOP.
- Since opening in July 2024, property team is exceeding the exceptional guest heartbeat target score of 90 per IHG medallia overall satisfaction scores
- Active member in South Metro Denver Chamber of Commerce, Colorado Hotel and Lodging Association member – MDLC Board member

General Manager – Kimpton Born/Limelight Denver (Aspen Hospitality), Denver, CO February 2022 – August 2023, 200 Guest Rooms, 15,000 Square Feet Meeting Space, Citizen Rail Wood Fired Steak House:

- In 2022, re-positioned the property, as the go to luxury brand in downtown Denver/LODO Neighborhood
- Finished 2022 with historic highs in room revenue with over \$23M in overall revenues
- Focused on rate growth and accomplished a nearly \$50 premium to budgeted ADR year over year
- Finished #4 in overall guest satisfaction of 64 Kimpton properties for 2022 at a 90+, won the True Hospitality Award for IHG
- Sales and Catering team lead response time's top 2 in the company at an average response time of less than 1.5 hours.
- Maintained regular communication with ownership via weekly strategy recaps, STAR performance, staffing levels, property activations + financial reporting (monthly)
- Supported operations and sales efforts in the quick pivot to the return of business and group travel in Q2 2022 post COVID
- Identified expense savings and engaged additional 3rd party contract labor companies to negotiate better terms for housekeeping staffing, laundry vendors, valet and others
- Along with Citizen Rail Restaurant GM and Exec Chef – collaborated w/shared PR agencies and digital marketing approaches + guest activation and promotional offers.
- Led the team through a brand and ownership transition in May of 2023
- Active member to the Center City Collaborative, Denver University Mentorship program, Downtown Denver Partnership, CHLA member – MDLC Board member going into 2023

General Manager – Kimpton Schofield Hotel, Cleveland, OH – July 2018 – February 2022 - 122 Guest Rooms, 3500 Square Feet of Meeting Space, Betts American Tavern:

- Partnered with commercial team to differentiate and gain exposure for Kimpton brand in NE Ohio
- Maintained regular communication with ownership via bi-weekly recaps on financials, hotel performance, STAR performance, staffing levels, COVID updates, activation ideation
- Added revenue opportunities include state of the art Boardroom on 2nd Floor and the 14th floor Penthouse, added into the hotel's available inventory in 2019
- Worked w/ownership to convert floor of apartments to an all-suites guest room floor
- Worked through much needed 3rd party restaurant re-concept to be more aligned with the hotel - able to see it come to fruition post pandemic in August 2020 (Betts Restaurant) – partnered with ownership to recruit and interview for Restaurant GM and Exec Chef, involved in design and menu engineering
- Partnered with 3rd Party F&B leadership to further differentiate the restaurant and hotel in a more unified approach – working together through a shared local PR agency
- Active member + community involvement with Destination Cleveland + Downtown CLE Alliance, Ohio Hotel and Lodging Assoc. (Hotel Team of the Year for OHLA 2019)

Opening Assistant General Manager – Kimpton Gray Hotel, Chicago, IL – July 2016 – July 2018, 293 Guest Rooms, 15,000 Square Feet of Meeting Space, Vol. 39 Library Cocktail bar, Boleo South American Rooftop Bar:

- Present in all aspects of the day to day Hotel and F&B operation
- During Pre-Opening, developed the Knock and Drop IRD concept with 3rd party restaurant (Steadfast)
- Developed activations in both F&B and Rooms in coordination w/DOSM and Director of Catering for further exposure to newly opened property (2016), i.e. The Gray Experience
- Assisted in the recruitment, hiring and partnering of Director of F&B role and Exec Chef for Boleo, Vol. 39 and Banquet leadership in 2017
- Supported the banquet operations team as needed – meeting room set up, plate-ups, client contact
- Worked alongside DOSM to partner/host/activate at the property with local orgs – Downtown Loop Alliance, Choose Chicago, Illinois Hotel and Lodging Assoc. and others
- Partner to revenue management and DOSM in strategizing rates and inventory controls
- Champion of the IHG Rewards integration January 2018
- The Gray finished 2017 #5 overall in Secret Sauce for all Kimpton Hotels and reached as high as #5 on TripAdvisor in first full year of operation
- Interim GM at Baltimore Hotel Monaco July/August 2017 and Kimpton Sawyer Sacramento June 2018

Opening Director of Operations – Hyatt Centric the Loop, Chicago, IL ▪ June 2015 – June 2016 – First Hyatt Centric property 257 Guest Rooms, 2,500 Square Feet Of Meeting Space, Aire Rooftop Bar, 3rd Party Restaurant:

- Launched and promoted Chicago's local scene to all "modern explorers" visiting the city
- In first 3 months, increased overall guest satisfaction as measured by Medallia/HySat by 18%
- Partnered w/ independent restaurant group to develop a "Knock and Grab" In room dining experience
- Partnered and property led with a 3rd party F&B consultant + corporate chef to recruit, staff, develop menu, menu design and launched the opening of the rooftop bar, AIRE, in May 2016

Assistant General Manager–Kimpton Hotels and Restaurants, Baltimore, MD 202 Guest Rooms, 8,000 Square Feet Meeting Space, B&O Brasserie ▪ March 2014 – May 2015

- Hired on as Assistant GM at Hotel Monaco Baltimore in March 2014
- Was given General Manager Oversight for 2 months on a full rooms and public area renovation at The Hotel Totto in the Japan Town neighborhood in San Francisco, CA, now The Buchanan in Spring of 2015.
- Interim General Manager at Hotel Monaco Baltimore from November 2014-February 2015
- In July 2014, championed the property effort towards a successful launch of Kimpton Karma rewards
- Reviewed hotel operations checkbooks and financials regularly to ensure efficiency/expense controls
- Consistent review and follow up on all social media and travel sites
- Overall hotel operations increase in Employee Opinion Survey - 89 in 2013 up to 96 in 2014. Highest score in the mid-Atlantic region for Kimpton Hotels and Restaurants (10 properties at the time)

Food and Beverage Manager/Director of Front Office Operations–Fairmont Washington D.C, Georgetown 415 Guest Rooms, 29,000 Square Feet Meeting Space, Juniper Restaurant + Lobby Lounge Washington, DC ▪ September 2010 – March 2014:

- Food and Beverage Department Head serving as the Outlets Manager with oversight on the Juniper Restaurant (3 meal-day offering), Lobby Lounge, In Room Dining, Minibar and Fairmont Afternoon Tea in the Loggia. Supported Banquets as needed
- The above F&B contribution, including banquets, totaled an average annual revenue of \$14M, running an 18.6% food and beverage cost.
- Partnered with Executive Chef in creating new menus for IRD, Restaurant and Lobby Lounge - trained kitchen and FOH staff and oversaw soft goods renovation of Juniper restaurant
- Increased colleague engagement score in each F&B outlet year over year as measured by Fairmont Hotels and resorts annual Gallup Colleague Engagement survey 2013-2014
- JD Power and Associates - increased guest satisfaction scores in all areas of F&B (2013/2014) and Front Office (2012-2013) putting the property well ahead of the luxury syndicated market segment
- Championed an effective up-sell campaign at the front desk that consistently increased year over year incremental revenues 2011-2013
- Champion of the FHR loyalty program, Fairmont President's Club for the property.

Front Office Manager/Guest Services Manager/Fairmont Gold Manager–Fairmont Orchid, Big Island, Hawaii 540 Guest Rooms, 110,000 Square Feet of Meeting Space, Multiple Restaurant Outlets ▪ December 2005 – September 2010:

- Introduced and championed the 2009 Fairmont "Service Promise" training program
- Oversaw Fairmont Gold Lounge re-concept – enhanced F&B offerings new honor bar system
- Won Leader of the Year for the resort in 2006

Assistant Director of Housekeeping/Guest Services Manager/Assistant Front Office Manager–Fairmont Chicago, Millennium Park, Chicago, IL 692 Guest Rooms, 63,000 Square Feet of Meeting Space, Multiple Restaurant Outlets ▪ January 2001 – December 2005:

- Learned how to manage and adapt under the backdrop of the UNITE HERE CBA
- Responsible for inventory control, checkbook management and all training on new equipment/chemicals with the team. Purchasing, scheduling and payroll
- Assisted with execution of a soft goods renovation of all guest rooms (692) in 2004
- Task forced and assisted the Fairmont Gold Lounge at Fairmont Boston Copley Plaza 2005

Training and Certification

Watson Labor Management Systems, ADP – Timesaver, E-Time and Vantage, Opera PMS and Soft Brands Epitome PMS, Synxis/Sabre Voice Agent, Quore & HotSOS (Hotel Optimization Service System), Micros and Aloha, Avero + Slingshot, CPR Certified, Microsoft Office proficient, PeopleSoft, Kipsu Texting Platform

Education

Bachelor of Arts in Hospitality Business– Michigan State University, East Lansing, MI ▪ 1996-2000