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BAC-7522

Contact Information

Contact Name	Laura Lojas	Home Address	9557 Juniper Way
Preferred Phone	3092297022	Home City	Arvada
Preferred Email	laura.lojas@marriott.com	Home State	CO
Other Phone		Home Zip	80007
Other Email	laura.lojas@marriott.com	County	Jefferson
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.

Board Information

Board Name	Tourism Improvement District	Other boards or commissions served
Status	New	Resigned
Term Start Date		
Term End Date		

Work Information

Employer	Westin Denver International Airport	Work Address	8300 Pena Boulevard
Position	General Manager	Work City	Denver
Business Phone #	3033171800	Work State	CO
Work Email	laura.lojas@marriott.com	Work Zip	80249

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Jefferson	Special Information	
Denver City Council District No	Unknown		

Education and General Qualifications

Name of High School	Lourdes	Name of Graduate School	
Location of High School	Chicago, IL	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate	Yes	Did you Graduate	

High School

Graduate Major

Name of College University of Illinois
Location of College Chicago
of Years Attended College 4
Did you Graduate College Yes
Undergrad Major Mass Communication

Reference Details

Reference Name #1 Shona Ploussard
Reference Phone #1 3033171881

Reference Email #1 shona.ploussard@marriott.com
Reference Address #1 8300 Pena Boulevard

Reference Name #2 Amy Baker
Reference Phone #2 7082032434

Reference Email #2 amybroccs@gmail.com
Reference Address #2 8300 Pena Boulevard

Reference Name #3 Aaron Burris
Reference Phone #3 3033171800

Reference Email #3 aaron.burris@marriott.com
Reference Address #3 8300 Pena Boulevard Denver, CO 80249

Agree to a background check ☒

Owner Romaine Pacheco

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Notes & Attachments

Lojas Resume February 2018.doc

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LAURA L. LOJAS
9557 Juniper Way, Arvada, CO
Mobile: 309-229-7022

EDUCATION:

B.A. in Communications - University of Illinois at Chicago, 1988
Certificate of Completion for Hotel Management Course - Echols International
Hotel Schools, Inc., 1989

EXPERIENCE:

Marriott International 1989-1992 and 1993-Present

General Manager March 2014 to Present
Marriott Denver West
Golden, Colorado
\$17.5 million, 305 room hotel with 110 associates

- Exceeded 2017 total hotel revenue goal by 9.2%
- Exceeded 2017 total hotel house profit goal by 13.6%
- Exceeded 2017 group room night goal by 19%
- Exceeded 2017 group room night revenue goal by 15.4%
- Exceeded 2017 catering revenue goal by 5.8%
- Decreased 2017 voluntary turn-over by 16.2 points year over year
- 2017 RevPar Index: 127.1% (3.1% increase year over year) Achieved 2017 Engagement Survey: "General Manager Excellent Leadership Score" of 82%
- Nominated for Host Hotels and Resorts "Hotel of the Year" in 2015

Dual Property Opening General Manager January 2013 to March 2014
Peoria Marriott Pere Marquette and Peoria Courtyard by Marriott
Peoria, Illinois

- Awarded the 2013 Full Service hotel of the year from the Heart of Illinois Hospitality Association

General Manager July 2011 to January 2013
Dayton Marriott
Dayton, Ohio
\$15 million, 399 room hotel with 135 associates

- 2012 RevPar Index Score of 171%
- 2012 Guest Satisfaction Overall Score increase of 5.7 points year over year

General Manager March 2008 to July 2011
Marriott Hickory Ridge Conference Hotel
Lisle, Illinois
\$7.0 million, 383 room hotel with 125 associates

- 2010 RevPar Index increase of 38.7% year over year
- 2009 Guest Satisfaction Overall Score Year End 70.5%
- 2010 Guest Satisfaction Overall Score YTD 75.7%
- 2009 ESS Overall Satisfaction Score Year End 50%
- 2010 ESS Overall Satisfaction Score YTD 73.4%
- 2008 Associate Engagement Score 82%
- 2009 Associate Engagement Score 79%
- 2010 Associate Engagement Score 82%
- 2011 Associate Engagement Score 87%
- 2010 Associate Engagement “General Manager Provides Excellent Leadership” 92%

General Manager, March 2006 to March 2008
South Bend Marriott
South Bend, Indiana
\$9 million, 300 room hotel with 100 associates

General Manager, November 2000 to September 2002
SpringHill Suites by Marriott Lincolnshire
Lincolnshire, Illinois
\$4.2 million, 161 room hotel with 35 associates

General Manager, November 1998 to November 2000
Courtyard by Marriott Deerfield
Deerfield, Illinois
\$3.5 million, 131 room hotel with 40 associates

- Developed annual hotel operating and capital expenditure budgets
- Created and implemented annual business plan and sales strategy
- Mentored two operation managers
- Maintained and enhanced hotel façade and building mechanics
- Increased hotel house profit by 11% in 1999 from 1998
- Improved Overall Associate Satisfaction score by 18 points in 1999
- Increased General Manager Provides Excellent Leadership score by 36 points in 1999
- Organized the 1999 Marriott/Children's Hospital Golf Tournament
- Raised an additional \$29,000 from previous year for the Marriott/Children's Hospital Golf Tournament

Assistant General Manager, October 1996 to November 1998
Courtyard by Marriott Deerfield
Deerfield, Illinois

- Managed Front Office, Restaurant and Sales departments
- Facilitated 5 Star Service Advantage Training classes for hourly associates
- Scheduled and organized training classes for Marriott Northshore hotel managers
- Implemented new Courtyard dinner delivery program
- Administered Human Resource policies and procedures
- Managed receivable and payable accounts
- Developed tracking procedures to monitor departmental goals

Front Office Manager, September 1994 to October 1996
Chicago Marriott Suites Deerfield
Deerfield, Illinois
300 All-Suites Hotel with 20 Front Office Associates and 3 Managers

- Hired and trained Front Desk, Bellstand, PBX and Night Audit associates
- Created budget for Front Office, Gift Shop and Phone Departments
- Implemented Marriott "Guest Response" program within departments
- Attended Marriott Midwest Region "Revenue Management" and "Impact Leadership" training classes

Front Desk Manager, November 1993 to September 1994
Chicago Marriott Oak Brook, Oakbrook, Illinois

Front Office Manager, June 1992 to November 1993
Houston Marriott Westside, Houston, Texas

Front Desk Manager, July 1991 to June 1992
Chicago Downtown Marriott, Chicago, Illinois

Night Manager, August 1990 to July 1991
Chicago Downtown Marriott, Chicago, Illinois

Front Desk Supervisor, May 1990 to August 1990
Chicago Downtown Marriott, Chicago, Illinois

Marriott Management Training Program, October 1989 to May 1990
Chicago Downtown Marriott, Chicago, Illinois

ACHIEVEMENTS

Marriott Financial Excellence Award 2012
Marriott Financial Excellence Award 2011
Marriott Financial Excellence Award 2010
Marriott Market Share Excellence Most Improved Award 2010
Chairperson of Marriott/Children's Hospital Golf Tournament 1999, 2000, 2001, 2002
Marriott "Special Achievement Award for Hotel Opening" 2001
Marriott "Living the Vision" Special Achievement Award 2000
Marriott 5 Star Service Advantage Certified Trainer 1998
Courtyard by Marriott Outstanding House Profit 1996, 1997, 1999
Courtyard by Marriott Outstanding Guest Tracking Results 1996, 1997
Courtyard by Marriott Outstanding Associate Satisfaction 1996, 1997, 1999
Marriott Midwest Region Best Overall Rooms Operations 1995
Marriott Manager of the Quarter 1993
Marriott Leadership Award 1991
Marriott Manager of the Quarter 1991
Marriott Associate of the Month 1990



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BAC-7488

Contact Information

Contact Name	Tracy Blair	Home Address	2246 Bellavista St.
Preferred Phone	3039944587	Home City	Castle Rock
Preferred Email	tracy.blair@sheraton.com	Home State	CO
Other Phone		Home Zip	80109
Other Email	tracy.blair@sheraton.com	County	Douglas County
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Mrs.

Board Information

Board Name	Tourism Improvement District	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Marriott International	Work Address	1550 Court Street
Position	Director of Sales and Marketing	Work City	Denver
Business Phone #	3036262573	Work State	CO
Work Email	tracy.blair@sheraton.com	Work Zip	80109

Additional Information

Education and General Qualifications

Name of High School	Parkland HighSchool	Name of Graduate School	
Location of High School	Allentown, PA	Location of Graduate School	
# of Years Attended High school	3	# of Years Attended Graduate School	
Did you Graduate High School	Yes	Did you Graduate	
		Graduate Major	
Name of College	The Pennsylvania State University		
Location of College	State College, PA		

of Years Attended College 4

Did you Graduate College Yes

Undergrad Major Hospitality Management

Reference Details

Reference Name #1	Tony Dunn	Reference Email #1	tony.dunn@sheraton.com
Reference Phone #1	720-380-9533	Reference Address #1	1550 Court Place Denver, CO 80202
Reference Name #2	Ann Tinnin	Reference Email #2	ann.tinnin@greatwest.com
Reference Phone #2	720-933-1326	Reference Address #2	3119 Morning Bird Lane Castle Rock, CO 80109
Reference Name #3	Thomas Hickey	Reference Email #3	tnhickey222@gmail.com
Reference Phone #3	6146008748	Reference Address #3	222 Lake Bluff Drive Columbus, OH 43235
Agree to a background check	✓		
Owner	Romaine Pacheco	Created By	Denver Integration, 7/22/2021 3:47 PM
		Last Modified By	Denver Integration, 7/22/2021 3:47 PM

Notes & Attachments

Blair_Tracy_ProResume4.txt

Type Attachment

Last Modified Denver Integration

Description

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TRACY A. BLAIR

2246 BELLAVISTA STREET , CASTLE ROCK , CO 80109 ~
 303.994.4587 ~
tracy.blair@sheraton.com
www.linkedin.com/in/tracy-blair-8581a21a

DIRECTOR OF SALES AND MARKETING

Team Leadership and Development | Revenue Growth | Strategic Planning

Resourceful and accomplished Director of Sales and Marketing of a convention hotel, offering expertise in team leadership and development, revenue growth, strategic planning, client relations, prospecting, networking and brand promotion. Lead, inspire and develop award-winning sales teams. Develop and implement initiatives and strategies to grow RevPAR index, and implement strategic market deployment to increase revenue. Implement acquisition strategies to identify new opportunities and drive revenue streams. Collaborate with stakeholders to win market share, and leverage relationships with various disciplines to build team acumen and knowledge. Deliver clear communication within a globally disbursed audience, integrate change, and drive business forward while leading innovation to continuously improve sales tools. Recognized as driven by a focused passion to take risks and expect success, effectively overcoming obstacles and challenging others to exceed goals. Deliver a mental fortitude as a driving force in cultivating an attitude of acting courageously to reach infinite potential.

Strengths and Core Expertise

Client Relations • Business Development/Acquisition • Relationship Management • Goal Setting • Brand Promotion
 Technology Innovation • Group/Transient/Catering Expertise • Market Share • Strategic Planning
 Competitor Evaluation • Data Analytics • Communication • Motivational Leadership • Team Collaboration

PROFESSIONAL EXPERIENCE

The Sheraton Denver Downtown Hotel (Starwood Hotels and Resorts), Denver, CO (2013 to Present)
 Marriott Hotels and Resorts (2017 to Present) (Acquisition of Starwood Hotels and Resorts)

DIRECTOR OF SALES AND MARKETING

Strategic sales leader consistently driving team performance to record-setting, top-line revenue into the largest convention hotel in Colorado with 1,231 rooms and 133K square feet of meeting/event space. Built an award-winning sales team.

- Drive \$60MM+ in rooms revenue and \$18MM in banquet/catering revenue annually.
- Nominated to the Marriott Emerging Leadership Program in 2018.
- Achieved the Chairman's Circle Award in 2018 recognizing the top 1% of global Directors of Sales and Marketing.
- Restructured and redeployed the group sales team to achieve production growth from \$31MM to \$48MM, or a 55% increase in group room revenue production during a four-year tenure.
- Transformed the sales team in achieving record-setting revenue and service scores, winning Sales Team of the Year in 2015 for North America - Starwood Hotels and Resorts.
- Achieved high water mark Average Rate and RevPAR for the property in 2017.
- Improved team performance to drive total hotel revenue from \$73MM to \$88MM, with occupancy from 68% to a 79% increase in average rates over four years.
- Manage the performance and expectations of 30 sales, catering and event management associates engaged in proactively booking rooms and catering events prior to turning over to the event management staff for service and execution.

- Drive sales initiatives, manage owner relations, spearhead marketing initiatives, implement and execute social media, manage customer engagement, and drive acquisition strategies.
- Lead the team in identifying new business and driving acquisition into the hotel through multiple channels.
- Ensure excellence in the delivery of meetings/conferences and events while maintaining a commitment to the hotel brand providing best-in-class services.
- Develop talent from within to prepare associates for continual career advancement and create a team bench.
- Take a personal interest in doing the right thing, even when the journey is made more difficult, and operate with a thoughtful focus on establishing trust with candor, transparency and credit.
- Create a culture of risk-taking and creatively identifying methods of living and breathing the vision by consistently leading by example in both words and actions.
- Utilize every encounter as an opportunity to coach and build self-confidence, exuding positive energy and optimism.

The Westin Denver Downtown (Starwood Hotels and Resorts), Denver, CO (2003 to 2013)

DIRECTOR OF SALES AND MARKETING (2008 to 2013)

DIRECTOR OF GROUP SALES - The Westin Tabor Center (2004 to 2008)

SENIOR SALES MANAGER - The Westin Tabor Center Hotel (2003 to 2004)

Managed operations and performance within the sales and catering team for the facility with 430 rooms and 40K square feet of meeting/conference space. Created a clear vision coupled with effective strategies to consistently exceed revenue goals in group, transient, banquet and catering businesses.

- Received an internal promotion to the Director of Group Sales, and then again to Director of Sales and Marketing.
- Achieved supervisory effectiveness scores of 95+ in the Starvoice survey yearly with proven success attracting, retaining and developing sales talent, and establishing a strong cooperative relationship with the Denver Metro Convention and Visitors Bureau to generate revenue growth.
- Guided market performance, and served on the executive committee to engage in overall hotel management and maximize profitability.
- Successfully prepared and executed the strategic sales plan, sales/marketing budgets, and forecasts and goals, and generated reports as required.
- Successfully led a team of eight dedicated sales managers to drive results and achieve Starwood Hotels and Resorts North America Sales Team of the Year in 2005.
- Served as a Starwood University Instructor from 2009 to 2013, and as a mentor and development leader for Starwood managers from 2010 to 2013.
- Led the team to a #4 ranking in NAD for Team Hot Converted Leads in 2012, and as the Hot Production Team in 2009 in addition to Denver Area Hotel Sales Team of the Year in 2004.
- Received the Starwood NAD Incentive Trip in 2010, Southwest Region Sales Leader of the Second Quarter in both 2007 and 2008, a Platinum Incentive Trip Qualifier in 2005 and 2006, and recognized for award-winning personal sales production from 2003 through 2007.

EARLY CAREER HISTORY

DIRECTOR OF GROUP SALES, The Sheraton Denver Tech Center Hotel, Greenwood Village, CO

CORPORATE/EDUCATION MARKET SENIOR SALES MANAGER, The Four Points by Sheraton Denver University, Denver, CO

CORPORATE SALES MANAGER, Hilton Denver Tech South, Englewood, CO

OWNER/OPERATOR, Pizza Colore Café, Denver, CO

EDUCATION AND PROFESSIONAL DEVELOPMENT

POST-GRADUATE COURSEWORK - ELEMENTARY EDUCATION, Lehigh University, Bethlehem, PA
BACHELOR OF SCIENCE - HOTEL, RESTAURANT AND INSTITUTIONAL MANAGEMENT
Pennsylvania State University, State College, PA

CERTIFICATIONS: Certified Interviewer / Behavioral Interviewing; Mentor - Reaching Our Potential-NAD;
Instructor - Starwood
University West; Elementary Education Certification - Kutztown University

TRAINING: Leadership Training - Women's Chamber of Commerce

HIGHLIGHTED HONORS, AWARDS AND RECOGNITION (PERSONAL AND HOTEL)

- Top Influential Women Innovator Award by Smart Meetings (Featured in the March Issue of Smart Meetings) (2017)
- Outstanding Women in Business Awards Nominee - Denver Business Journal (2017)
- Nominee - Denver Business Journal Women in Business (2016)
- One of the Best in the West for Conventions Facilities - Meetings Focus Magazine (2016)
- Recognition as one of the Top Meetings Hotels - Cvent (2014 and 2015)
- Starwood Hotels and Resorts North America Sales Team of the Year - The Sheraton Denver Downtown (2015)
- Starwood Hotels and Resorts North America Sales Team of the Year - The Westin Denver Downtown (2005)

AFFILIATIONS

Women's Chamber of Commerce; Visit Denver; Denver Downtown Partnership; Meeting Professionals International (MPI); Professional
Convention Meetings Association (PCMA)