

# KATHY CHEN

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## Professional Summary

Customer-oriented Executive with over 20 years of experience focused on increasing revenues and expanding margin. Adaptive and deadline-oriented consistently executes and completes multiple projects in high-stress environments. Meticulous leader and strategic planner with comprehensive managerial acumen, offering vision and motivational acumen. Serviced-focused General Manager dedicated to delivering positive customer experiences to promote loyalty and repeat business. Orchestrates optimal resource utilization to handle expected operational needs. Sales leader with sound judgment, good planning abilities and interpersonal communication strengths.

## Skills

**Financial Management**

**Operations Management**

**Leadership and team building**

**Guest experiences**

**Strategic planning and analysis**

**Problem Resolution**

## Work History

**Instructor of Hospitality & Tourism Management Dep, 02/2024 to Current**

**University of Massachusetts – Amherst, MA**

*Promoted a positive learning environment by establishing clear expectations and maintaining consistent classroom management techniques.*

- Tracked student progress, frequently checking in with struggling students and identifying root causes of problems.
- Boosted student performance by providing individualized support and targeted feedback.
- Initiated new learning methods, eliminating instructional gaps and improving comprehension.

**Sales & Marketing Strategist, 04/2023 to 04/2024**

**University of Massachusetts – Amherst, MA**

*Collaborated with cross-functional teams to develop and execute strategic initiatives aligned with organizational objectives.*

- Develops new strategies to effect continual improvement and operational efficiency for unit priorities including customer service, staffing, and operational layout for hotel premises.
- Improves the level of quality and guest satisfaction resulting in the financial and operational success of the Hotel and Conference Services.
- Conducted thorough competitor analysis to identify opportunities for product differentiation and market positioning.

**Assistant Vice President, 10/2020 to 10/2022**

**Conrad Macao Hotel – Taipa, Macao**

*Provided the vision, leadership, and strategy that inspires team to deliver exceptional guest service that drives financial success. Collaborated with hotel department leaders to define goals and objectives that are compatible with the overall goals, as well as strategies for achieving them.*

- Awarded as TripAdvisor Travelers' Choice Best of Best 2022.
- Awarded as winner of Hilton Best Performance Hotel in APAC Franchise Hotel, Q1, 2022.
- Achieved Forbes Travel Guide's Four-Star Ratings in 2023.

**General Manager, 06/2018 to 09/2020**

**Courtyard By Marriott Taipei Downtown – Taipei, Taiwan**

*Functioned as primary strategic business leader of property with responsibility for all aspects of operation, including guest and employee satisfaction, human resources, financial performance, sales, and revenue generation and delivering return on investment to both Marriott International and property ownership.*

- Started hotel operation within original scheduled timeline.
- Led property cash flow to be positive by 4th month of hotel operation.
- Achieved operational budget in top line by 4.7% and exceeded hotel overall GOP by 73.9% ahead of budget in 2019.

**Executive Assistant Manager- Rooms, 07/2016 to 06/2018**

**Sheraton Grand Macao Hotel & St. Regis Macao Hotel – Taipa, Macao**

*Provided operational leadership for 4,001 rooms five-star Sheraton Grand and 400 rooms St. Regis with more than 1,500 associates and operating budget of US\$230 million. Led daily operations with full accountability for driving and achieving profitability across multiple revenue centers. Generated incremental revenue opportunities through effective customer database management and implementation of tactical marketing activities. Developed management team and employees to provide opportunities for career progression. Planned and drove all aspects of Guest Satisfaction with strong emphasis on Guest Experience and Brand Standards.*

- Exceeded Rooms profitability hence contributing to overall hotel GOP (+6.6%); exceeded profitability ratio within hotel direct competitors set.
- Generated US\$2.3 million joint rooms and food and beverage incremental revenue for 2016.
- Coordinated all Capital Expenditure Projects including ROI projections, procurement, execution, and quality assurance.

**Director of Rooms**, 09/2013 to 07/2016

**Sheraton Grand Macao Hotel** – Taipa, Macao

*Led successful opening of legacy Starwood largest hotel in portfolio.*

- Upheld high standards for customer service and led by example.
- Reviewed housekeeping supply charts and inventories.
- Solicited and reviewed guest feedback and promptly resolved complaints

**Front Office Manager & Director of Front Office** , 09/2011 to 09/2013

**Sheraton Grand Macao Hotel** – Taipa, Macao

*Developed procedures to establish accurate and organized check-in and check-out processes. Set Priorities and problem-solved workflow issues to maintain rapport with customers and managers.*

- Successfully opened world's largest Sheraton & part of pre-opening team.
- Developed meaningful Guests Touch Points to enhance arrival experience including pre-arrival experience, dedicated Family Check-in and kids' entertainment programs.
- Achieved no. 7 in TripAdvisor between December 2012 and December 2013 well ahead of direct competitors of comparable size and large-scale operations.

## **Education**

**Master of Science:** Hospitality Administration and Management

**Southern New Hampshire University** - Hooksett, NH

**MBA:** Business Administration

**Southern New Hampshire University** - Hooksett, NH

**Bachelor of Arts:** Economics

**Fu- Jen Catholic University** - Taipei, Taiwan