

George Torres

Hospitality Hotel

General manager with 18 years in full-service and lifestyle hotels across the West Coast. Comfortable running P&L on properties from 180 to 450 keys, opening new builds, and turning around underperforming assets for both branded and independent ownership groups.

CONTACT INFORMATION

 (503) 555-0166

 alistair.macgregor@example.com

 Portland, OR 12345

KEY SKILLS

- Full P&L ownership
- Independent and branded operations
- Pre-opening and repositioning
- Union and non-union labor environments
- Revenue management (IDeaS, Duetto)
- Online travel agency contract negotiation
- Capital renovation oversight
- Ownership and asset-manager reporting
- Executive committee leadership
- Marriott, Hilton, and InterContinental brand standards
- Crisis and business-continuity planning

PROFESSIONAL EXPERIENCE

2020 - Present

General Manager, Willamette Crossing Hotel and Spa, Portland, OR

- Run full P&L for a 286-room independent lifestyle hotel with 178 associates and an on-property spa, restaurant, and 14,000 sq ft of event space.
- Grew RevPAR from \$147 to \$203 over three fiscal years through repositioning, direct-booking investment, and a rebuilt group sales team.
- Led post-pandemic reopening in phases, restoring full inventory eight weeks ahead of ownership plan.
- Renegotiated the online travel agency contract mix and shifted booking channel share toward direct by roughly 11 points over 24 months.
- Sit on the ownership group's brand-standards committee and mentor two GMs within the portfolio.

2016 - 2020

Hotel Manager, Cedar Sound Resort, Bellingham, WA

- Second-in-command at a 340-room resort property; led rooms, F&B outlets, and spa through a \$12M soft-goods renovation.
- Held guest satisfaction scores above the brand's regional benchmark in 14 of 16 quarters.
- Restructured the housekeeping labor model and reduced hours per occupied room by roughly 8 minutes with no cleanliness score decline.
- Coached the director of sales through a full team rebuild after three concurrent departures.
- Acted as general manager on assignment for six months during a leadership transition.

2013 - 2016

Director of Operations, Bayline Regency Hotels (portfolio role), San Diego, CA

- Oversaw operations across three branded properties totaling 812 rooms for a regional ownership group.
- Standardized night audit, cash handling, and card-security processes across the portfolio, closing 22 open audit findings in year one.
- Led the pre-opening operations plan for the group's newest 210-room build, hiring the full rooms and F&B leadership team.
- Reduced portfolio-wide guest-injury incidents through a rebuilt safety and chemical-handling training program.

2010 - 2013

Front Office Manager, Bayline Harbor Hotel, San Diego, CA

- Managed front office of a 264-room downtown convention hotel with a 24-person team.
- Owned priority guest and group arrival planning for the property's largest annual medical conference (roughly 1,400 room nights).
- Promoted to director of operations after three years.

EDUCATION

M.S. Hospitality Management, Cornell University School of Hotel Administration, 2010

B.A. International Business, University of Oregon, 2006

Hotel Administration Executive Program, American Hotel and Lodging Educational Institute, 2017