

# PAIGE (CABACUNGAN) DUKE

## SENIOR LEADER – HOSPITALITY SALES AND MARKETING

*Building Brands and Creating Marketing Programs that Connect with the Aligned Client Base*

- ✓ **Visionary sales and marketing director with 20+ years of experience leading teams** to build customer relationships and drive revenue results. Strategic thinker with a unique approach to business development and building strategic sales partnerships that increase bookings and optimize ADR.
- ✓ **Consistent, visible executive** with proven success training, coaching, and developing senior sales and marketing leaders. Able to cultivate top-performing sales teams using clear expectations and standardized processes.
- ✓ **Champion of change who seeks best practices that motivate teams to exceed expectations** while also controlling costs, streamlining procedures, and optimizing resources.

## PROFESSIONAL EXPERIENCE

**Owner – Duke Consulting LLC**

1/2020 to current

- ✓ **Recently opened LLC:** Specializing in Sales and Marketing property audits, creation of overall strategies and tactics to accompany that success. Additional expertise in Catering and Conference services yielding. Optional service for property coverage during transitions or open positions.

**Regional Director of Sales – HEI Hotels and Resorts**

11/2017 to 1/2020

- ✓ **Optimize Group Sales/Business travel and Brand Initiatives for Franchise Properties.** Direct responsibility for regions consisting of up to 15 hotels with locations throughout the United States in both city and resort settings. Defined most effective sales process for optimal performance for each individual hotel to beat or improve within the market. Most recent region was up from +1.2 to +8.5% within a four-month period. Regions catering pace up 80% over same time last year.
- ✓ **Provide Corporate Resources.** Evaluate need areas for top line revenue in Rooms, Banquets and Catering that would benefit from marketing and social media resources within the corporate office and implement action items.
- ✓ **Company Affiliation Initiatives:** Created a sense of involvement and connection to the company culture and initiatives – both for HEI as well as the Franchised Brands to align the sales force with corporate objectives.
- ✓ **Special Projects:** Audit and review a recent transition or underperforming hotel to diagnose and recommend strategies to immediately change performance metrics.

**Director of Sales and Marketing – The Phoenician and Canyon Suites**

5/2015 to 11/2017

**Area Director of Sales and Marketing – Starwood Hotels, AZ**

5/2015 to 12/2016

Direct team of 7 sales and marketing directors and 26 personnel that coordinate the marketing, catering and conference sales and public relations for 8 properties with 200 to 1,700 rooms that range from select service to luxury resorts. Oversee \$50 million top-line revenue and direct sales and marketing at the Phoenician and the Canyon Suites (4 and 5 star/diamond properties).

- ✓ **Manage strategic operations that directly contributed to near-record revenues in 2015.** Mitigate risks, negotiate contracts, direct reporting to ownership and define operational standards and procedures.
- ✓ **Optimize revenue, sales and profit margins through strategic marketing and sales programs.** Directed 5 out of 7 properties to meet and exceed top-line goals; led YOY flow-through increases.
- ✓ **Consistently demonstrate awareness of the luxury resort market.** Part of executive leadership team that led the Phoenician to be recognized as #1 Hotel of the Year for market share, guest satisfaction, and flow-through.
- ✓ **Direct brand marketing and oversee market positioning.** Successfully reopened and remarketed the Canyon Suites after renovation; created strategic marketing campaign and increased occupancies to 70%+ in 2015, a record year.

**Director of Sales and Marketing, Waikiki Complex – Starwood Hotels, HI**

9/2013 to 5/2015

Led team of 3 directors and 30 employees and oversaw sales and marketing for 4 Waikiki hotels from 3 different brands that included budget, upper scale and luxury properties that generated \$366 million in annual revenue.

- ✓ **Monitored, forecasted, and managed sales reporting and profit performance metrics.** Increased YOY catering sales by 100% and crossover numbers by 50% in future year sales after introducing new sales model that realigned catering sales team by specialty.
- ✓ **Optimized resources across all 4 properties.** Centralized catering and conference sales efforts that reduced costs, increased sales, and maximized event space.
- ✓ **Identified and pursued new business opportunities in slower seasons.** Increased bookings out of Australia by \$3M – a 30% increase – after launching targeted strategic marketing campaigns.

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**Director of Sales and Marketing** – St. Regis Princeville, Kauai, HI (a Starwood Managed Property) 11/2011 to 9/2013

Drove \$5.7M annual sales revenues for 252-room 5 diamond boutique luxury hotel. Created and executed strategic marketing plans that increased occupancy rates and optimized banquets and catering revenues. Analyzed sales reports, forecasted performance, and optimized metrics that positively impacted bottom-line profit margins including RevPar, average daily rate (ADR) and customer satisfaction.

- ✓ **Monitored sales and industry metrics to optimize ADR.** Maintained \$500 ADR and exceeded ADR budget by 8% and achieved 7.7% group ADR increase with effective marketing and sales strategy.
- ✓ **Managed public relations and marketing campaigns.** Received equivalent of \$5M in advertising and PR after partnering with media outlets in 2012 to garner innovative, free publicity for the property. Directed targeted marketing programs and promotions, including sponsored suite at Cannes Film Festival and an exclusive cabana designed by Trina Turk to attract high-end, luxury and celebrity clientele.
- ✓ **Optimized overall profit margins through revenue growth and cost reductions.** Broke all banquet and catering sales records with 140% YOY increase while growing margins 17% through renegotiated preferred vendor contracts.

**Director of Sales and Marketing** – The Westin Maui Resort & Spa, Lahaina, HI (a Starwood Property) 1/2007 to 11/2011

Developed and implemented strategic sales and marketing programs for 758-room resort hotel and 400 room rental inventory at The Westin Ka'anapali Resort Villas owned and operated by Starwood Vacation Ownership. Directed team of 18 sales and operations associates supporting both properties. Liaised with Starwood corporate and Vacation Ownership.

- ✓ **Drove overall business operations to increase profitability.** Transformed the hotel from a top 3 profit performer to the #1 most profitable of 17 owned assets. Introduced villa rental program, optimized ADR and bookings and reduced operating costs to consistently maintain the top performing designation.
- ✓ **Developed strategic marketing partnerships.** Partnered with Costco Travel and created package that was featured on spring vendor mailer. This program sold 15K room nights, increased occupancy 6% and led to #1 ranking for RevPar in the market despite the terrible economic downturn.
- ✓ **Conceived and implemented innovative marketing programs.** Won a Starwood Innovation Award for conceiving and negotiating the innovative Costco promotion at an 85% advertising cost discount.

**Director of Group Sales** – The Fairmont Orchid Resort, Kohala Coast, HI

1/2005 to 1/2007

**Sales Manager** – The Fairmont Orchid Resort, Kohala Coast, HI

8/2002 to 1/2005

## ADDITIONAL EXPERIENCE:

**Director of Operations / Sales Manager** – Panache Destination Management, Waikoloa, HI, 9 years of experience

Developed and maintained strategic partnerships with vendors to impact top-line revenue and bottom-line profits. Managed 70+ successful incentive and corporate programs annually including event planning and coordination. Opened 2 new offices and grew annual revenue from \$600K to more than \$6M.

## EDUCATION

**Bachelor of Arts, Economics**, University of Puget Sound

**Masters Classes in Hospitality Marketing and ROI Measurements**, Cornell University School of Hospitality

## AFFILIATIONS

**Tourism Advocate Committee**, Scottsdale, AZ, 2016 to 2018 and Washington D.C. 2019

**Hawaii Visitors and Convention Bureau CMI Marketing Committee**,  
Board Member, 2009 to 2011 and Chair of the Committee, 2010

**Maui Visitors Bureau Marketing Committee**, 2009 to 2011

**Honolulu Women in Lodging**, 2012 to 2015