

Mike West

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To work within a luxury hotel environment that will allow me to utilize my experience and knowledge in a senior management capacity to positively affect the future growth of the hotel and of the associates under my direction as well as to be surrounded by a culture that nurtures personal growth of all associates from line staff to upper management.

Work Experience

General Manager

Hotel Indigo Seattle Everett Waterfront - Everett, WA
January 2020 to Present

General Manager

Hotel Interurban - Columbia Hospitality - Tukwila, WA
February 2018 to December 2019

- Opening General Manager
- Created all budgets and forecasts for property

General Manager

Hotel Sorrento - Seattle, WA
August 2017 to January 2018

- * Property revenues of \$9 million
- * Created new events to drive Food and Beverage revenue
- * Re-established guest room PM program and brought in new room amenities to increase guest experience
- * Drove multi-year highs in customer service through a focus on personalized guest experiences
- * Instituted new rate strategies which drove an increase in ADR and Rev Par compared to comp set

Assistant General Manager

Motif Seattle, Destination Hotels - Seattle, WA
August 2016 to July 2017

- * Member of Motif Seattle Executive Committee
- * Achieved AAA 4-Diamond rating
- * Oversight of all operations of the hotel for Rooms and Food and Beverage divisions
- * Partnered with GM on \$10 million guest room renovation
- * Restructured management positions in Housekeeping, Front Office, Restaurant, and Culinary

General Manager - Task Force

Hotel Beckett - South Lake Tahoe, CA
June 2016 to July 2016

- * Oversee \$1.3 million renovation of 112 room hotel, Park Tahoe Inn
- * Coordinated move from two separate PMSs to Opera PMS

- * Ensuring construction, FFE install, staffing ramp up, PMS training, and rate strategy are complete on tight launch date timeline
- * Manage separate property, 968 Park Hotel, of 58 rooms
- * Build/create the infrastructure to have both properties rebranded into one property
- * Lead the creation of the rate structure and market position of renovated property after opening
- * Created and designed new staffing model for entire property

Director of Rooms

Motif Seattle, Destination Hotels - Seattle, WA
September 2014 to June 2016

- Member of Motif Seattle Executive Committee
- Selected for Destination Hotels Leadership Academy and General Manager Boot Camps
- Improved service scores via Trip Advisor from #61 out of 94 hotels in Sept 2014 to #26 in Dec 2015
- Restructured Housekeeping from PDQ operation of specialists to mixed boards to improve productivity
- Increased RA productivity from 26.96 min/rm in 2014 to 20.70 min/rm in 2015
- Enhanced majority of guest room amenities through capex funds via personal investment into selected offerings
- Reduced overall Rooms labor to 13.6% in 2015 vs. 15.4% in 2014 while making substantial non-budgeted wage increases for all of HK, Guest Services, and Night Audit
- Increased loyalty program sign ups from 4,723 in 2014 to 17,388 in 2015
- Trained 93% of all associates on new Destination Hotels service pillars along side HR Director
- Developed and successfully implemented a market-first for Downtown Seattle "Access Fee" at \$12.95 per night for all reservations

Director of Hotel Operations

Washington Athletic Club - Seattle, WA
January 2014 to September 2014

- * Oversight of all hotel departments including sales, front desk, PBX, reservations, bell desk, night audit, housekeeping, concierge, and laundry
- * Experience working with Unite Here Local 8 union
- * Led initiative to establish new service standards and a refocus on daily training for standards
- * Developed new communication tools to share key guest and hotel information among all departments
- * Created and implemented a return guest recognition program
- * Led or oversaw all capital expenditure projects for the Inn at the WAC
- * Represented property along with Sales Manager at trade shows, client events and property tours
- * Worked with IT team in efforts to implement new online booking module
- * Developed new streamlined sales incentive plans

Director of Food & Beverage

Willows Lodge - Woodinville, WA
December 2010 to January 2014

- * Member of Willows Lodge Executive Committee.
- * In charge of managing the Capital Projects for the entire property totaling \$767,000 for 2013.
- * Led ownership board meetings and act as a liaison to board members for all communication to them.
- * Oversaw the Front of House operation for The Barking Frog, Fireside Cellars and In Room Dining with revenues of \$4.03 million in 2012.
- * Increased labor efficiencies in all outlets from 36.22% in 2011 to 35.03% in 2012
- * Increased departmental profit in all outlets from 26.14% in 2011 to 28.98% in 2012

- * Assisted in the designed and oversight of a \$300,000 lounge renovation project in 2013.
- * Partnered with our Executive Chef and two support managers to continually push our team forward in service and revenue production.
- * Established new training program from the ground up including manuals, training timeline and tests.
- * Created SOPs for department to create an environment of accountability and structure.
- * Member of the Benchmark Hospitality Task Force for Rooms Operations to assist with openings and transition properties.

Rooms Manager

Willows Lodge - Woodinville, WA
August 2009 to December 2010

Assistant Director of Housekeeping

Hotel 1000 - Seattle, WA
March 2009 to August 2009

Front Office Manager

Hotel 1000 - Seattle, WA
February 2006 to March 2009

Education

BA in Business Administration

Saint Mary's College of California - Moraga, CA
May 2004