

# DAVID C. SALCFAS

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## **Professional Profile**

Experienced Hospitality Professional utilizing over thirty-five years of proven leadership. Role model for the industry, where I enhance the employee, guest and ownership experience, while using sound financial acumen. Liaison with local organizations to serve our communities and function as a strategic partner to all stakeholders. Executive Committee Member in twenty-three positions at sixteen hotels across five brands. Freelance Professional Hospitality Consultant and served as the Guidance Team Leader for the Northeast Business Council, Meet Boston Board of Directors, Boston Chamber of Commerce Tourism Council and Hotel Association of New York City Board of Directors.

## PROFESSIONAL EXPERIENCE

### **iYou Hospitality Consulting**

***Founder/Professional Hospitality Consultant and Coach (April 2020 – Present)***

- Focus on Interim General Manager Opportunities, interview skill training and mastering the art of the interview
- Consultation of the Industry Wide Collective Bargaining Agreement and operating in a diverse union labor environment
- Member of the Cayuga Hospitality Consultants Network
- Council Member for the GLG Group, Advisor for AlphaSights and Coleman Research

### **MARRIOTT INTERNATIONAL**

#### **Sheraton Boston Hotel**

***General Manager (September 2021 – February 2023)***

- Manage the full recovery post pandemic to ensure financial success
- Develop strategic and tactical execution for the hotels' balanced scorecard, thru targeted initiatives
- Extensive knowledge of the Industry Wide Collective Bargaining Agreement

#### **The Algonquin Hotel Times Square, Autograph Collection**

***General Manager (August 2020 – September 2021)***

- Oversight of the property renovation and re-branding
- Execute on-going communication with multiple ownership groups
- Lead the New York Business Council to provide the Spirit to Serve Community events

#### **New York Marriott East Side and The Algonquin Hotel Times Square, Autograph Collection**

***Dual General Manager (April 2020 – August 2020)***

***General Manager (February 2018 – April 2020)***

- Assumed dual role of both hotels during the covid pandemic crisis
- Motivated and inspired four hundred fifty employees
- Outlined the capital improvement plan of \$60 million

#### **New York Marriott Marquis**

***Hotel Manager (April 2015 – February 2018)***

- Executed the Carpedia project operational excellence labor savings initiatives of \$4 million
- Achieve total annual revenues and profit & loss statement of \$330 million
- Responsible for the tactical initiatives executed by 1,500 employees and 175 managers

#### **New York LaGuardia Airport Marriott**

***General Manager (April 2013 – March 2015)***

- Achieved total annual revenues and profit & loss statement of \$32 million
- Responsible for on-going communication with ownership
- Queens Chamber of Commerce nominating committee for new board members

### The Ritz-Carlton New York, Central Park

*Hotel Manager (September 2011 –April 2013)*

- Overall operating responsibility included housekeeping, front office, spa, engineering, security, club, retail, restaurant, lounge, culinary, event operations and event planning
- Earned the five star five diamond, one of four hotels in the portfolio
- Consistently met with Local 6 delegates and business agents

### New York Marriott East Side

*Director of Operations (October 2009 – September 2011)*

- Exceeded house profit margin by 22%
- Successfully managed the Local 6 union collective bargaining agreement
- Transitioned the restaurant and lounge into one outlet, generating \$3.5 million

### Bridgewater Marriott

*Assistant General Manager (October 2007 – October 2009)*

- Empowered all associates to drive up guest satisfaction, achieved 90% in 2009, 1 point over 2008 for associate engagement pulse score
- Grew house profit by 1% over previous year to achieve a 40% margin
- Achieved 50% flow thru year over year

### Basking Ridge Courtyard

*General Manager (June 2006 – October 2007)*

- Exceeded total sales by 103%, year over year
- Mentored and motivated a staff of 55 associates
- Realigned sales deployment by clustering with Lebanon Courtyard

### Long Island Marriott Hotel and Conference Center

*Director of Sales and Marketing (September 2004-May 2006)*

- Responsible for airline crew contract negotiations, procured over \$3 million
- Achieved rooms and catering revenue in excess of \$37 million
- Earned 2005 Sales Team of the Year

### New York Marriott at the Brooklyn Bridge

*Director of Sales and Marketing (January 2002 – September 2004)*

- Conducted weekly synergy meetings for sales/event/revenue team
- Attended monthly owner's meetings to provide P&L critique with annual sales of \$35 million
- Assumed General Manager duties in GM's absence

*Director of Hotel Sales (January 2001 – January 2002)*

- Re-deployed sales department to exceed rooms and catering revenue 118%
- Voted #1 Meeting Planner Survey, sales phase
- Built solid relationship with all sales channels (Event Booking Center, Market Sales & GSO)

*Director of Event Sales (July 1999-January 2001)*

- Achieved individual annual booking pace of \$3,700,000 actual revenue
- Designed menus & packages for all segments
- Implemented Sales 2000 process of separating sales and service

## Prior Experience (June 1980 – July 1999)

*Senior Catering Manager, New York Marriott at the Brooklyn Bridge*

*Director of Catering, Sheraton Tara, Parsippany, NJ*

*Senior Catering Manager, New York Marriott Marquis*

*Catering Manager, Newark Airport Marriott*

*Executive Meeting Manager, Newton Marriott*

*Catering Service Manager, Marriott's Seaview Resort*

*Chef Garde Manger, Harrison Conference Services, Princeton, NJ*

*Teaching Asst./Fellowship Specialized in Purchasing Department, Johnson & Wales University, Providence, RI*

*Restaurant Chef/Manager, Marshall's Corner Restaurant, Plumstead, NJ*

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## **AWARDS & RECOGNITION**

2022 Selected to the Meet Boston Board of Directors and Boston Chamber of Commerce Tourism

2021-22 Served as the Guidance Team Leader for the Northeast Business Council

2019 Selected as the New York City Business Council Chairperson for Marriott International

2018 Elected to the Hotel Association of New York City Board of Directors

2017 Johnson and Wales University Featured Alumni

2014 LaGuardia Airport Kiwanis Honorary Member

2013 King of Queens Honoree

2013 Selected as one of four Forbes Five Star/Five Diamond Hotels within The Ritz-Carlton brand

2012 Excellent Hospitality Leader Award, Hotel Chinese Association (HCA) of USA, Inc.

2011 Ranked by Travel and Leisure as one of North America's top five city hotels and the only NYC hotel

2011 Voted La Prairie Spa as one of the best in the world in the 2011 Silver Sage Reader's Choice Awards

2010 Top New York City Associate Engagement score of 86%

2008 Eastern Region Top Associate Opinion Survey score 89%

2007 Eastern Region Highest Rev Par Index 198%, Bridgewater Marriott

2006 Energy Star Recipient, Basking Ridge Courtyard

2005 Eastern Region Sales Team of the Year, Long Island Marriott Hotel and Conference Center

2003 Leadership Award, New York Marriott at the Brooklyn Bridge

2002 Good Scout Award Honoree, Boy Scouts of America, Greater New York Councils

2001 President's Award, Marriott International

2000 Chairman's Circle Achiever, Marriott international

2000 – 2001 Event Management Team of the Year, Marriott International

1999 Manager of the Year, New York Marriott at the Brooklyn Bridge

1999 – 2000 Hotel of the Year, Marriott International, New York Marriott at the Brooklyn Bridge

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## **BUSINESS/COMMUNITY RELATIONS**

Meet Boston Board of Directors and Boston Chamber of Commerce Tourism

Guidance Team Leader for the North-East Region Marriott International Business Council

Board Member for the Hotel Association of New York City

Times Square Alliance Partner

GLG Council Member and AlphaSights Advisor

Key Contributor for the Kiwanis Club, LaGuardia Airport Chapter

The Ritz-Carlton Community Footprints Participant in numerous events

Marriott International NYC Business Council local events Sub Committee Chairperson

Somerset County Business Partnership Tourism Co-Chairperson

Long Island Convention & Visitors Bureau Member

Vice President of Marketing Communication for the Boy Scouts of America/Brooklyn Chapter

Brooklyn Chamber of Commerce Board of Directors

Co-Chair, Initiative for a Competitive Brooklyn

Guest Lecturer for the Hospitality Program at the New York City Technical College

New York City Board of Education Principal for a Day Program

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## **EDUCATION**

### **eCornell University Leadership Program**

**Johnson and Wales University**, Providence, RI

**Bachelor of Science, Food Service Management**, 1988 Cum Laude, Golden Quill Honor Society

Full scholarship for Bachelor of Science degree in food service management

Assumed daily operational duties of purchasing for the culinary arts storeroom

**Associate in Occupational Science, Culinary Arts**, 1986 Magna Cum Laude

## **SUMMARY OF SKILLS & ACCOMPLISHMENTS**

As the General Manager, I communicate expectations and delegated authority to all levels of the organization. Strategic and tactical execution of all balanced scorecard initiatives to exceed total hotel goals and owner expectations. Mentor all leaders to achieve results through targeted action plans. Motivate associates to think out of the box, so all aspects of the guest experience are created.

Currently serve as the Guidance Team Leader for the North-East Region Marriott International Business Council. During my tenure as the Director of Sales and Marketing, New York Marriott at the Brooklyn Bridge also served as Vice President of Marketing Communications for the Boy Scouts of America Brooklyn Chapter, member of the Brooklyn Chamber of Commerce Board of Directors, and served as Co-Chairperson, Initiative for a Competitive Brooklyn.

Proven Balanced Scorecard “Leadership Ability”

- Successfully launched a freelance consulting business
- Managed two complex hotels during the Covid-19 crisis
- Executive Coach sessions completed with Paravis Partners
- Successfully completed Aspen Institute Leadership Excellence Program
- Created the Room Inspection iPad process
- Created the E-card process which is now an E-commerce tool used throughout Marriott International.
- Implemented the 3 Gold Key Program, which is now a Quality Assurance standard for the Marriott International Event Management discipline
- Received 100% on the question; General Manager provides great leadership
- Sales Team of the Year, Long Island Marriott