

# Christina Ackerman

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## LEADERSHIP SNAPSHOT – VALUE OFFERED – CORE COMPETENCIES

HOSPITALITY & HOTEL MANAGEMENT ~ GLOBAL LUXURY BRANDS ~ UPSCALE RESORTS & PROPERTIES

- ✦ Strategic Planning & Direction
- ✦ Multi-Site Property Operations
- ✦ Cross-Functional Team Leadership
- ✦ Process & Operational Improvements
- ✦ Customer Centric Environments
- ✦ Sales, Marketing & Branding
- ✦ Property & Asset Management
- ✦ Turnaround & Transformative Leadership
- ✦ P& L / Revenue Management
- ✦ Cost Reductions & Cost Controls
- ✦ Acquisitions, Renovations & Disposition
- ✦ Stakeholder & Investor Relationships
- ✦ Internal Effectiveness & Efficiencies
- ✦ Customer & Guest Satisfaction

Twenty-plus years of results-driven leadership, strong business acumen and top-rated performance as customer ambassador for globally recognized hospitality brands. Trusted to lead multimillion dollar operations and drive strategic efforts related to grand openings, renovations, and operational turnarounds. History of building stellar teams, robust property operations and high-level hospitality services that deliver substantial gains in revenue, profitability, guest satisfaction and asset value.

### Education, Industry Certifications & Board Affiliations

Hotel & Restaurant Management – Yale University, New Haven, CT

*Certified Hilton General Manager / Certified Marriott Owner's Orientation / Certified Embassy Suites General Manager*

Driving Strong & Sustainable Revenue Gains | Competitively Positioning Luxury Services | Elevating Brands Standards

## PROFESSIONAL HIGHLIGHTS

**Diamond Hill Hotels – Short Hills, NJ - Hilton Worldwide**

**2018 to Present**

*AAA Four Diamond hotel with 314 rooms (37 deluxe suites) and executive-level amenities with lounge and concierge services.*

### GENERAL MANAGER

**SCOPE:** Chosen to oversee operating and P&L functions for \$30M upscale, boutique property with 175 employees. Maximize profits, protect financial assets, and align operations with global brand values.

**BACKGROUND:** Charged by property owners and brand leadership to reengineer operations and revitalize business and revenue performance for highly visible asset. Activated strategic changes in corporate culture, sales and marketing programs and personnel.

### KEY RESULTS:

- ✦ **Realized dramatic growth in key financial areas—raised RevPar index for first time in 7 years**, grew GOP by 10% in one year, multiplied monthly parking revenues 20X and reversed operating losses to profits on several properties.
- ✦ **Piloted swift business decisions and innovative solutions that elevated performance** from losses and stagnation to thriving, profitable operation—generated the best metric year (2022) in hotel's 34 history.
- ✦ **Instituted revenue management plans, in-house food and beverage (F&B) marketing campaigns**, and cost metrics while maintaining the highest levels of service; generated notable improvements in owner, guest, and employee satisfaction.
- ✦ **Restructured and built high-performing, customer-focused teams**, unified multi-functional groups under common vision and touched every aspect of operations to exceed expectations of owners, stakeholders, and discerning customer base.
- ✦ **Instilled comprehensive cultural shift in corporate culture, staff training and development** and leadership competencies that improved hotel's local market advantage, competitive position and industry standing.
- ✦ **Streamlined organizational and leadership infrastructure and introduced best-in-class practices** that were highly effective in sustaining hotel's operations and continued business through unforeseen market challenges.