

JUD HAWK CONSULTING, LLC

Principal

Senior executive hospitality professional with extensive skills in resort operations, guest services, forecasting, budget preparation, financial analysis, home and condominium association management, motivational leadership. Proven experience in key hospitality segments including globally branded luxury hotels, independent high-end resorts, fractional ownership properties, and a celebrated luxury hotel and academic campus. Success in leading large-scale project management with multiple work streams fulfilling critical deadlines.

ASPEN MEADOWS RESORT / Aspen, CO

March 2010 - April 2021

Founded in 1949, Aspen Meadows Resort is home to the renowned Aspen Institute, globally recognized for driving change through dialogue, leadership and action. The inspiring resort venue delivers premier experiences to enrich lives through wellness and thought leadership.

General Manager

- Responsible for leadership of 25 key executive committee and departmental managers.
- Annual development and management of \$16M comprehensive operations budgets.
- Delivery of key business requirements for Dolce Hotels & Resorts operations, including Revenue Management and Brand Standards driving consistency and accountability.
- Execution of Green Initiatives for improved operating efficiencies and sustainability.
- Lead service culture aligned with philosophy that quality improvement drives innovation.

Recent Milestones

- Due to the impact of Covid-19, and aligned with guidance from local authorities, oversaw closure of resort in late March 2020, furloughed 47 full-time staff members.
- Managed phased resort reopening with 50% capacity limit on June 1, 2020 with occupancy reaching 95% of availability each weekend in June 2020, before fully reopening resort in July 2020.
- Managed \$950K annual Capital Expenditure Budget for ongoing resort maintenance.
- Oversight of \$12.8M renovation of Walter Isaacson Reception Center and the addition of the Madeleine Albright Pavilion; led grand opening dedication events with named honorees.

SNOWMASS / Snowmass, CO

October 2008 - March 2010

Developers of Base Village in Snowmass, Related Companies New York established new luxury property management company, Snowmass Hospitality.

General Manager

- Comprehensive management of construction cleaning responsibilities for all building openings and turnover of Viceroy Hotel to pre-opening hotel company leadership.
- Operated Village Property Management Company, delivering exceptional experiences and incorporating new luxury service and amenities to Snowmass Hospitality standards.
- Led staff of 30 employees and 15 key team leaders and supervisors across the portfolio.
- Documented all key business requirements for successful operations supporting first Related venture into luxury resort development with nightly rental operations.

THE HOTEL JEROME / Aspen, CO

July 2007 - October 2008

Distinguished among the Historic Hotels of America and registered on the National Trust for Historic Preservation, The Hotel Jerome opened as the grand social center of Aspen in 1889.

General Manager

- Hired by Rock Resorts immediately following ownership change to transition property from independent operation to corporate management contract.
- Delivered significantly increased occupancy and profitability through implementation of restructured rate seasons and optimized yield management.
- Maintained sales and operations cost margins while sustaining luxury guest experience.
- Oversaw \$2M renovation upgrade of guest room technology on time and under budget.
- Responsible for leadership of 22 key executive committee and departmental managers.
- Annual development and management of \$12M+ operations budgets.

THE RITZ-CARLTON CLUB / Aspen Highlands, CO

January 2000 - July 2007

Division of Marriott Vacation Club International specializing in the development and marketing of premier private residence clubs in exclusive destinations.

General Manager

- Responsible for leading Opening Team through pre-opening and official debut of the first private residence club in The Ritz-Carlton Club brand.
- Developed tailored brand standards, led selection of comprehensive housewares, and developed of operational standards for new division of The Ritz-Carlton Hotel Company.
- Provided supervisory leadership for all operations staff, managing all association governance onsite responsibilities for the membership.
- Delivered on all corporate standards of superior guest service; achieved revenue and occupancy targets; oversaw facility operations and quality of accommodations.

THE LODGE AND SPA AT CORDILLERA / Edwards, CO

October 1998 to January 2000

Independently developed luxury lodge & spa nestled within a private golf community. This luxury lodge provided prospective buyers an opportunity to enjoy the community and gain access to the private golf courses designed and built in the creation of a world class luxury master planned community!

General Manager

- Oversaw daily operations of luxurious 56-room property \$5M+ in annual revenues.
- Effectively managed a staff of 90 employees, 14 in the property management division.
- Within first year of appointment, implemented strategic business processes resulting in significantly reduced operating losses, from \$1M to \$525K.

**THE RITZ-CARLTON HOTEL COMPANY, LLC / Amelia Island & Naples, FL / Aspen, CO
January 1986 to October 1998** **Arlington, VA; / Atlanta, GA**

Division of Marriott International specializing in development, marketing and operation of luxury hotels, resorts, and fractional ownership residences in premier destinations worldwide.

FOUNDATIONAL HOSPITALITY EXPERIENCE: Twelve-year history of progressively increased responsibilities and promotions in all key areas of rooms division hotel operations. First hired as a front desk agent in 1986, leadership growth ultimately led to Director of Rooms leading 25 departmental managers and up to 400 staff members, personnel evaluations and training, preparation of budgets, P&L and forecasting.

Notable achievements:

- Leadership of staff commitment, process documentation, and service standards as part of The Ritz-Carlton Hotel Company's Malcolm Baldrige National Quality Award.
- Served on Opening Teams of new Ritz-Carlton hotels in Aspen, Bachelor Gulch, Bali, Grand Cayman, Mauna Lani, Pentagon City, Philadelphia, and Tysons Corner.

GEORGIA STATE UNIVERSITY / Atlanta, GA

Education

- Bachelor of Arts, Economics

CONTACT

Jud Hawk

Cell: 970-948-3468 Email: jud@judhawk.com