

# PETER G. McDERMOTT

Dallas/Fort Worth Metroplex • Nashville • Remote/Virtual  
[petergmcdermott@gmail.com](mailto:petergmcdermott@gmail.com) • (615) 335-3577 • [www.petergmcdermott.com](http://www.petergmcdermott.com)

## DIGITALLY-MINDED STRATEGY LEADER

◆ ————— ◆  
Strategic Planner • Business Advisor • Executive Facilitator • Project Manager • Cross-Functional Leader  
Stakeholder Engagement • Virtual Collaboration • Design Thinking • Executive Presence • Navigating Ambiguity  
Led Modern Data Strategy • Solved Business Needs with Technology • Pioneered Knowledge Management Platform

## WORK EXPERIENCE

---

**Marriott International, Bethesda, MD** (Virtual/Remote) 2014 – present

*Global Consumer Operations, Technology, & Emerging Businesses*

**Director, Business Advisory Services | US + Canada** Dec 2020– present

- Leading key strategic initiatives and established organizational points of view working with the Chief Sales & Marketing Officer and top line discipline leaders responsible for ~\$16B in segment revenue
- Facilitated strategic planning and goal setting process for key topline executives across a portfolio of 5,500 hotels
- Led multiple complex topline projects across Sales, Marketing, and Revenue disciplines working directly with executives
- Developed out-of-the-box framework for above-property cross-discipline topline strategic analysis and action planning

**Manager, Special Projects + Program Tools | Business Advisory** Sep 2020– Dec 2020

- Led implementation of US + Canada shared service and property-based Revenue Management organizational restructuring and return to work following business disruption caused by COVID-19
- Led end-user systems and technology implementation for over 1,500 US + Canada-based topline associates
- Supported 2021 Global Strategic Planning process with creation of facilitation frameworks and other key deliverables

**Western Governors University, Salt Lake City, UT** (Virtual/Remote)

*Supported University Development + Strategy team during furlough period from Marriott following COVID-19*

**Leader, Human Capital Management Practices Initiative** May 2020 – Jul 2020

- Led development of strategic initiative, including identification of primary projects, development of charters, and project plans while managing internal stakeholders and external consultants for the nation's largest non-profit university

**Marriott International, Bethesda, MD** (Virtual/Remote)

*Consumer Operations, The Americas (North America, Caribbean, and Latin America)*

**Manager, Strategic Planning & Special Consulting Initiatives** Dec 2018 – Sep 2020

*Promoted to full-time position following 18 months of successful task force support*

- Produced immersive mixed reality simulation experience for the acceleration of revenue performance at upcoming bi-annual emerging leaders conference (~\$1.5M project, on budget)
- Created data strategy for 8,000 continent leaders and associates in sales, marketing, and revenue management
- Grew relationships with over 30 key executives to complete current state analysis of data as an asset
- Compiled industry and academic research for Remote Work lab series to prepare continent leaders and establish remote working culture of 5,000 workers across the continent one year before COVID-19
- Facilitated Marriott Global University sales workshop, empowering a graduate to book \$225K during need time
- Influenced shipment of UI/UX improvements to over 200M Microsoft SharePoint users globally

**Sales Specialist Leader (Consulting Task Force)** May 2017 – Dec 2018

*Promoted from previous regional role to support continent level integration with Starwood Hotels*

- Optimized end-user technology transition projects for over 1,500 topline associates serving responsible for \$9.5B of revenue over 2,100 hotels in US, Canada, Caribbean and Latin America following the integration of Starwood Hotels and representing over \$23M in cost savings
- Led 16 US Sales transformation sustainment initiatives for over 700 hotels
- Delivered off-site senior leader workshop which led to a 15% improvement in timely RFP responses

### **Sales Office Specialist**

**Jan 2016 – May 2017**

*Quickly promoted within South Central Group Sales Office*

- Pioneered Sales Information Portal knowledge management platform initially used in select regions across the United States and Canada, which was featured by a \$1.4T technology company in a web video advertisement
- Saved \$192,000 annually by leading North American VOIP system adoption for remote-based sellers
- Mentored and trained 12 new Sales Managers, several of whom have been promoted within the organization
- Streamlined misdirected call and select business evaluation processes with cloud technology, allowing leaders to leverage data to correct property-level call handling and more quickly respond to RFPs for select service hotels

### **Regional Group Sales Manager**

**Apr 2014 – Jan 2016**

*Expanded career by transitioning from property-level service to above-property sales*

- Achieved Event Satisfaction Survey top box score of 78.3%, surpassing goal by 23.3%
- Generated \$2.3M in second year sales, achieving 118% to goal

### **Gaylord Entertainment Company (later Marriott International), Nashville, TN**

**2010 – 2014**

*Promoted at Gaylord Opryland Resort & Convention Center during integration with Marriott International*

#### **Executive Meetings Manager**

**Aug 2013 – Apr 2014**

- Quickly became post-integration CRM Subject Matter Expert for team of 12 managers
- Consistently achieved Catering revenue goals for meetings with up to 300 rooms on peak

#### **Show Floor/Security Sales Manager**

**Oct 2010 – Aug 2013**

- Established \$1M+ additional annual revenue by focusing on sale of security, medical, and fire services

### **Marriott International, Nashville, TN**

**2006 – 2010**

*Promoted within Renaissance Nashville Hotel*

#### **Officer > Supervisor > Assistant Director of Loss Prevention**

**Mar 2006 – Oct 2010**

- Improved Associate Engagement score to over 90% while learning all facets of hotel operations

## **EDUCATION**

### **Master of Business Administration**

*Western Governors University*

**2019**

- Performed in 95<sup>th</sup> percentile of all graduates on capstone capital simulation project

### **BS, Business – Marketing Management**

*Western Governors University*

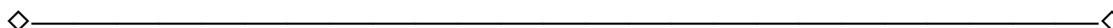
**2015-2017**

### **Journalism & Electronic Media Coursework**

*University of Tennessee, Knoxville*

**2003-2004**

## **CERTIFICATIONS, PERSONAL, TECHNOLOGIES, KEYWORDS**



Project+ Certified, Advanced Trainer/Facilitator, Public Speaker, Podcast Host, Blogger, Storyteller, Traveler, Microsoft Office365, WordPress, Microsoft Teams, Slack, Adobe Creative Suite, Visio, PowerPoint, Outlook, Excel, Word, OneNote, Access, Publisher, G Suite, Google Docs, Zoom, Skype, SharePoint, Microsoft Project, Trello, CI/TY, Oracle, HTML, SEO, UI/UX, End-User Technology, Data Visualization