

MADISON CARROLL SNYDER

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EDUCATION

Wake Forest University School of Business

Master of Science in Business Analytics, GPA: 3.889

Accolades: Graduated with Distinction, Inducted into Beta Gamma Sigma Honor Society

Winston-Salem, NC

May 2018

Wake Forest University

Bachelor of Arts in Business and Enterprise Management and Minor in Entrepreneurship, GPA: 3.62

Winston-Salem, NC

May 2014

CERTIFICATES & LICENSES

Hospitality: Masters Certificate in Hospitality Revenue Management from Cornell University conferred August 2018

Construction: General Contracting Qualifier, certified by the North Carolina Licensing Board for General Contractors September 2015

Real Estate: Provisional Real Estate Broker, certified by the North Carolina Real Estate Commission January 2015, currently inactive

WORK EXPERIENCE

The Carroll Companies

February 2019-Present

Chief of Staff and Director of Carroll Hospitality

Greensboro, NC

- Supervised the management of a 108-room Hyatt Place hotel and facilitated positive relationship with the management company
- Formed Carroll Hospitality in 2021 to self-manage the Hyatt Place, creating operational procedures, onboarding and developing new and existing staff members, building accounting frameworks, authoring job scopes, and implementing recruiting pipelines
- Maintained franchise relationships with Marriott and Hyatt, including franchise agreement negotiations, management agreement negotiations, and brand performance research necessary to secure a franchise for a Westin and an AC by Marriott
- Consulted on the master planning and architectural design of more than \$834 million in hospitality and mixed-use development
- Conducted confidential research and analysis projects on behalf of the CEO to inform him of the goings on within the 8 subsidiary companies comprising of 422 employees and real estate assets with a total value of over \$5.2 billion dollars
- Deployed employee engagement initiatives company-wide to ensure the company culture and values were embraced across all properties and employee groups

CIP Construction

May 2014-August 2017

Project Engineer

Greensboro, NC

- Supervised the daily tasks associated with construction of a 108-room Hyatt Place and a 289-unit apartment community in downtown Greensboro, contracting with 50+ subcontractors and suppliers and coordinating the daily tasks of 100+ workers on site
- Served as a liaison between the site staff, the subcontractors, and the corporate office to approve and pay monthly invoices
- Prepared monthly reports comparing the project budget and the actual spending on the job site to date to monitor expenditures
- Transitioned through departments including self-storage construction, apartment leasing, apartment acquisitions, and loan financing

Arbor Commercial Mortgage

Summer 2013

Multifamily Underwriting Intern

Boston, MA

- Analyzed the financial statement and rent rolls for multifamily communities in the southeast applying for loan refinancing
- Conducted market surveys to ensure that the actual and projected expenses and rental revenues of a community were feasible
- Provided a recommendation to the Vice President stating findings and advised on loan approval based on property performance

BOARD MEMBERSHIP

Arts Council of Greater Greensboro Board of Directors (Past Chair, Finance Committee Member)

2016-Present

Greensboro Area Convention and Visitors Bureau Board of Directors (Vice Chair, Chamber of Commerce Appointee)

2016-Present

Steven Tanger Center for Performing Arts Board of Directors (Member)

2023-Present

LEADERSHIP

Leadership Greensboro Graduate, Chamber of Commerce, Greensboro, NC

Fall 2016-Spring 2017

- Interacted with my peers while discovering my personal strengths and determined how to be a leader in my own community
- Collaborated in a team alongside Junior Achievement to teach 3,000 Title 1 public school children about entrepreneurship in one day
- Communicated with local politicians to encourage their attendance at the historic event, and trained volunteers to teach the classes

Director of Recruitment, Women's Club Rugby Team, Wake Forest University

Fall 2013-Spring 2014

- Elected by my peers to serve in a leadership role after being an active member of the team for two years
- Implemented an awareness campaign and a PowerPoint Presentation to incite potential new members to attend information sessions
- Provided mentorship and encouragement to teammates whom lacked the knowledge of their own personal strength

Director of Professionalism & Vice President of Special Affairs, Alpha Kappa Psi, Wake Forest University

Fall 2011-Spring 2014

- Elected and served as Pledge Class Vice President and Director of Philanthropy in the Gamma Delta chapter of the business fraternity
- Coordinated the attendance of 9 prominent business leaders to be guest lecturers at 6 events hosted by our chapter during the semester

- Conducted the historical ceremonies of the fraternity such as the induction of new potential members and their initiation