

Megan Weathersbee

Accomplished Hospitality Leader

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Accomplished, award-winning Hotel Management leader with a successful 15+ year track record in the hospitality industry, including pre-opening, acquisitions and turning around failing properties. Builds teams of hospitality professionals at all levels capable of delivering warm and personalized experience. Creating and developing teams who exceed expectations in a service culture that delivers on the highest brand standards. Broad experience encompassing all areas of specialized skills in human resources, strategic planning, project management and achieving organizational objectives including recruiting, on boarding, talent acquisition and leadership development.

Professional Experience

General Manager Greensboro Airport Marriott Greensboro, NC

June 2024-Present

- Drove a 3% increase in top-line revenue within the first year by repositioning the property's pricing strategy to better align with local demand drivers and developing sales team to align with strategic sales partnerships with local corporate accounts.
- Boosted overall property profitability by 3% in the first six months through an aggressive cost-control initiative, including renegotiating high-volume vendor contracts and optimizing departmental labor allocation based on predictive demand models.
- Achieved a 1.1 point surge in overall Guest Satisfaction Scores (GSS) in six months by implementing a comprehensive service training program and empowering front-line staff to resolve issues immediately, moving the property into the top 20% of the Marriott US/Can Full Service portfolio (out of 333 hotels).

Area Director of Human Resources Marriott Winston Salem & Greensboro

Airport Marriott Triad, NC

April 2022-June 2024

- Oversaw daily HR operations of 250+ associates including payroll, compliance, employee relations, conflict resolution.
- Created strategic plan for associate relations and development that increased overall employee satisfaction 3 points in one year.
- Partners with the leadership team to understand and execute the organization's human resource and talent strategy particularly as it relates to current and future talent needs, recruiting, retention, and succession planning.
- Plans, leads, develops, coordinates, and implements policies, processes, training and initiatives to support the hotels business strategy and goals.
- Administers or oversees the administration of human resource programs including, but not limited to payroll, compensation, benefits, and leave; disciplinary matters; disputes and investigations; performance and talent management; productivity, recognition, and morale; occupational health and safety; and training and development.
- Identifies staffing and recruiting needs; develops and executes best practices for hiring and talent management.
- Analyzes trends in compensation and benefits; researches and proposes competitive base and incentive pay programs to ensure the organization attracts and retains top talent.
- Monitors and ensures the organization's compliance with federal, state, and local employment laws and regulations, and recommended best practices; reviews and modifies policies and practices to maintain compliance.
- Maintains knowledge of trends, best practices, regulatory changes, and new technologies in human resources, talent management, and employment law; applies this knowledge to communicate changes in policy, practice, and resources to upper management.
- Facilitates professional development, brand specific training, and new hire activities for all staff.

General Manager Marriott Greensboro Downtown, Greensboro, NC

May 2016 – April 2022

- Led a team of 100 employees of all departments in aspects of daily operations, revenue management and guest satisfaction.
- Championed a culture of service and "guest first" mentality that in turn created an increase in Guest Satisfaction Scores by 7.8 points in the first year from 53.3 to 61.1.
- Main contact for all recruiting efforts including online postings, job fairs & community outreach.
- Primary contact for on-boarding for all associates and hotel leadership roles.
- Implemented job performance reviews and associate engagement survey to listen to feedback of associates to make a better company culture and retain associates.
- Facilitated all new hire orientation, service excellence trainings & employee recognition programs for brand and franchise. These programs include online training programs, videos, webinars, in-person learning workshops & blended learnings for culture, service, problem-solving, safety and brand related programs.
- Assisted in coaching and counseling sessions with various department leadership for associates and modeled employee relations examples.
- Developed a local internship program with the major university hospitality programs to attract, hire and train college students in all departments of the hotel industry.
- Partnered with Corporate HR team for HR programs at the property of benefits, worker's compensation, FMLA and safety.
- Increased profit margins year of year from 34.4% annually to 43.5% after first year. Consistently maintained a total profitability between 43%-47% yearly.
- Increased total hotel sales by \$3M in first three years of leadership by engaging the sales team in effective revenue management strategies and proactive sales relationships. Increased ADR by \$14.00 in the same period.
- Fostered BT and Group accounts by utilizing market knowledge and building relationships with core accounts.
- Reduced hotel wide labor percentage of revenue from 29.7% to 25.3% by effectively managing labor goals and better scheduling practices.
- Completed a \$8M hotel wide renovation from August 2019-September 2020 including all guest rooms, public space, meeting rooms, restaurants and parking area. Was the main daily point of contact for all subcontractors and liaison with Corporate VP of Construction.

General Manager Islandia Marriott Long Island, Long Island, NY

January 2015 - May 2016

- Managed a hotel staff of 85 including all departments in the daily hotel operations, revenue strategy and guest satisfaction.
- Through daily review, guest first culture and incorporating "Make It Brilliant" guest satisfaction our team was Ranked #1 in Overall Guest Satisfaction for the year of 2015 in the Marriott Full Service portfolio (369 hotels). Hotel of the year honors 2015.
- To create a more diverse and inclusive workforce I reached out to local school district to create a job path for students enrolled in the BOCES program for all learning abilities. Matched them based on skill set with job path and created hands on learning.
- Increased hotel sales in first year from \$12M to \$13.5M by better revenue strategy and retraining sales team on overall better sales techniques to close the business

Dual Assistant General Manager Melville Marriott Long Island & Islandia Marriott, Long Island, NY

May 2011 - January 2015

- Assisted the General Manager and responsible for the daily operations of the front office, housekeeping, culinary, food & beverage and engineering departments.
- Initiate and implement new training programs for on-boarding process including new hire checklist, orientation and shadowing program to ensure new hires are confident in their roles.
- Developed programs to boost employee morale through motivational incentives and new program development including the Spirit to Serve and TripAdvisor ratings.
- Achieve top customer satisfaction ratings of 67% by motivating employees to create a positive guest experience.

- Evaluate 175 employees each year and design development & growth plans to encourage growth of employees and retention.
- Address and resolve guest concerns, maintaining brand loyalty and increasing customer satisfaction ratings.
- Complete monthly inventories in culinary, beverage, housekeeping, front office and engineering, identifying over/understocking to improve ordering for more profitable and better operational standards.

Operations Department Manager Myrtle Beach Marriott Resort & Spa, Myrtle Beach, SC

August 2005 - May 2011

- In six years at the property was promoted several times to hold positions from front desk agent to Front Office Manager, Food & Beverage Manager and Executive Housekeeper.
- In each of the roles as a department heads I was responsible for the daily operation of the department including scheduling, inventory, labor management, coaching and counseling and training.
- Travelled on corporate assignment to property to assist with training, team evaluations and staffing concerns.
- While on taskforce, completed pre-opening hotel tasks, brand conversions and acquisitions take overs.
- Taskforce assignments include Florida, Georgia, New Jersey, Ohio, South Carolina, North Carolina & New York

Education

Bachelor of Arts in History Coastal Carolina University at Conway, SC

Key Skills & Certifications

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| • Human Resources Management (HRM) | • One Yield V2 Certified | • Employee Engagement |
| • Marriott Full Service Certified General Manager | • Strategic planning | • Leadership |
| • Certified Marriott Train the Trainer Program | • Budgeting | • Teambuilding |
| | • Project Management | • Mentorship |
| | • Employee Relations | |
| | • Schedule Management | |

Board Memberships

Guilford County Hotel Association 2018-2022 Positions Held: Secretary and Vice President