

James E. Ceh

5107 Heddon Way, Greensboro, NC 27455
Home: (703) 675-7196 Work: (336) 665-6555
jim.ceh@marriott.com

Leadership Competencies

- Focused on driving Associate Satisfaction (AS), Guest Satisfaction (GSS) and financial results
 - Engaged in the sales process for great results in challenging times
 - Created a sense of Marriott pride with a diverse and tenured workforce
 - Lead the hotel with sound, impactful decision making
-

General Manager, Greensboro High Point Marriott Airport

2018 – present

- Lead the hotel in all aspects of sales and operations
- Direct any renovation projects
- Ensure guest and associate satisfaction
- Uphold all Marriott brand standards
- Represent the hotel to the community and lead for the ownership group

Resident Manager, Renaissance Hotel Washington DC Downtown

2011 – 2018

- Lead the hotel through continued transition to becoming a Lifestyle Renaissance brand hotel
- Directed two major renovations – fan coil installation followed by full rooms renovation – 9 months in total - \$26 million – awarded “best project management” by hotel ownership - 2012
- Hotel reached all GSS results in 2014 with a clear or green scorecard, trending same in 2017
- Achieved record house profit % in 2010 – 43.1%, 42.9% 2013, 45+% forecasted 2017
- Attended sales training for Executive Committee team members in August 2013
- Collaboration with the hotel ownership group for operational and financial results – many of which are considered best in class achievements.

Director of Operations/Resident Manager, Key Bridge Marriott Hotel, Arlington VA

2005 - 2011

- Lead hotel to best 5 year GSS Overall Satisfaction of (81.4) 2nd wave 2008 and (79.1) 1st wave 2009
- Steady improvement of GSS overall service score from (71.7) 2006 to (83.7) 2009
- Drove the best Food & Beverage profit % scores in 25 years of Key Bridge – YE 2009 – 29.8%
- Maintained Quality Assurance audit score of 91% or better since 2005
- Continued improvement in food cost from (27.3%) 2008 to (22.9%) 2009
- Managed a total lobby/outlet/front desk renovation - 7 months - \$6 million project
- Maintained many long term group relationships, including Smithsonian, Close Up, Worldstrides, NASSP, and Legg Mason

Senior Director, Rooms Operations, Marriott International Headquarters

1997 - 2005

Corporate responsibility for world-wide front office and housekeeping operations. Introduced new products and services, established training guidelines and standards of cleanliness, and strategized different market techniques for varying brands. Re-vamped in-room technology program. Prepared and presented initiatives and updates at regional and senior management corporate headquarter meetings.

Senior Project Manager, Rooms Operations & Hotel Systems, Marriott International

1993 - 1997

Promoted to Rooms Operations in hotel systems. Managed the relationship between Marriott and On Command consisting of conversions, new buildings, installations and troubleshooting. Directed standards for US hotels including all Brands and assisted with Front Office Operations projects. Hotel Systems accountability included evaluation, development and redesign of current PMS operations.

Front Office Manager, Atlanta Marriott Marquis

1990 - 1993

Department head responsibility for 1,600 room convention. Tasks consisted of front office, guest service, bell staff, concierge and telephone services. Executed convention demands to provide superior service to varying groups.

Front Officer Manager/Asst FOM, Atlanta NW Marriott & Atlanta Marquis

1988 - 1990

Initial position of Asst FOM then promoted to FOM. Administered standards in front office operations.

Director of Services, Atlanta Airport Marriott & Charleston, SC Marriott

1984 - 1988

Directed operations for housekeeping, laundry, and recreational facilities. Responsible for overall hotel cleanliness, budget administration, associate hiring, training and development.

Housekeeping Mgr/Asst Mgr, Columbia, SC Marriott & Atlanta Airport Marriott

1982 - 1984

Promoted to manager from assistant with a responsibility for 125 employees. Directed overall hotel housekeeping and daily operations. Responsible for overall hotel cleanliness, budget administration, hiring, training and development, determining types and chemicals to be used to properly complete housekeeping tasks and served as training and development instructor.

EDUCATION

Pennsylvania State University, BA May 1982

Hotel/Restaurant Management Major

.Awards & Honors:

► **Two-time Recipient Manager of the Quarter**

► **Rooms Manager of Southeast Region**

► **Sunstone “Managed through Capital Projects” award**

► **Rooms Advisory Board Member**

► **Marriott Corporate Rooms Advisory Board**

► **Franchise Room Operations Board member**

► **Project ZEN – Marriott International**

Personal Activities

Head Usher St Veronica Church – 10 years

Leader of YMCA Indian Princes (father/daughter) tribe – 3 years

CHHA Homeowners Board of Directors – 4 years, President, Treasurer, Vice-President