

Application Form

Profile

Linda

First Name

A

Middle Initial

Gulrajani

Last Name

Email Address

Home Address

Suite or Apt

City

State

Postal Code

What district do you live in? \*

☒ District 7

Primary Phone

Alternate Phone

Marcus Hotels & Resorts

Employer

VP of Revenue Strategy

Job Title

Please look at the vacancy page before applying. Some Boards, Committees and Commissions have requirements that they are looking for in an applicant, such as specific skills or member types such as Adult or Student.

The Vacancy page can be found here:

[VACANCIES](#)

Which Boards would you like to apply for?

Tourism Commission: Submitted

Interests & Experiences

Please tell us about yourself and why you want to serve.

[Linda Gulrajani Resume.docx](#)

Upload a Resume

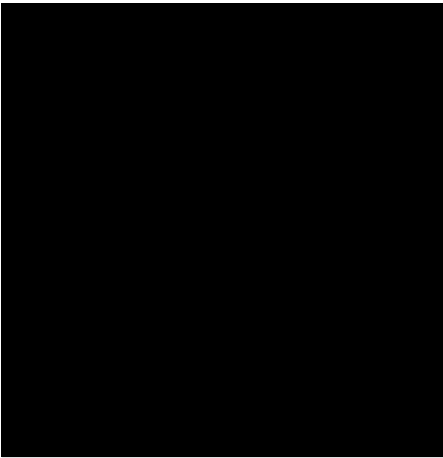
Why are you interested in joining this Board or Commission?

I have worked in the hospitality industry for my life and want to help increase tourism in the community where I live

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**Demographics**

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.



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# Linda Gulrajani

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## EDUCATION

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Bachelor of Business Administration, April 1991  
Western Michigan University, Kalamazoo, Michigan

## CERTIFICATIONS/AWARDS/MEMBERSHIP

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HSMIAI Certified Revenue Management Executive (CRME) certification  
Member of the AHLA Consumer Innovation Forum 2022 - Current  
Member of the HSMIAI America's Revenue Management Advisory Board 2014 – 2021  
Chair of the HSMIAI America's Revenue Management Advisory Board 2016 – 2018  
Women in Lodging Wisconsin Board Member 2019 - 2021  
2019 HSMIAI Top 25 Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization  
STR Hotel Data Conference Advisory Committee 2019 - 2020

## EXPERIENCE

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MARCUS HOTELS AND RESORTS, MILWAUKEE WI  
April 2009 – Present

*Vice President of Revenue Strategy and Distribution*  
*Corporate Director of Revenue Strategy*

- Provide strategic direction and thought leadership across our portfolio of Marriott, Hilton, Hyatt and Independent hotels
- Successfully transitioned e-commerce responsibilities to revenue management in 2020
- Lead the development, implementation and measurement of all revenue management activities ensuring execution of pricing & inventory management, adherence to policies and development of strategies that optimize revenue capture from existing demand via all distribution channels
- Engage with owners and asset managers as needed to educate and build confidence in revenue strategies at each hotel
- Supported the sales discipline for 12 months while our VP of Sales position was vacant
- Responsible for conducting property sales, marketing and revenue in person reviews with each of the hotels in our portfolio on an annual basis to ensure hotels are following Marcus standards and optimizing revenue through all channels
- Provide weekly/monthly STR analysis for all hotels in the portfolio as well as various industry segments to understand trends
- Assist in hiring, training and mentoring the revenue management team in the field
- Lead the annual budget and commercial planning process to meet company and ownership goals
- Strong focus on forecasting tools and accuracy by segment
- Manage property participation and production through relevant distribution channels
- Maintain all corporate relationships and agreements with third party and e-commerce partners and vendors including OTA's, TravelCLICK, RMS systems and flash sale partners like Groupon & Travelzoo
- Focus on increasing profit by measuring acquisition cost by channel and adjusting marketing spend to shift business to more profitable channels
- Involved in proforma analysis and market research for new hotel projects
- Conduct monthly revenue management calls with leaders in the field to ensure open communication and on-going training
- Ensure branded hotels are in compliance with brand standards and maximizing the brand tools
- Responsible for the Marcus Reservations Call Center which takes 450,000 calls annually and employs 50+ agents

- Educate team on Total Hotel Revenue Management concepts for future profit maximization in banquet/catering, golf, spa and restaurants
- Support F&B team with performance analytics from point of sale systems

#### *Regional Director of Revenue Strategy*

- Develop and implement hotel revenue management strategies across a select group of our hotel portfolio, which will encompass maximizing revenues and profit through rate and inventory management for all markets and hotels
- Played an active role in the hotel's pricing, forecasting, budgeting and distribution of inventory across various channels to ensure the maximization of revenues
- Maintained a productive relationship with all stakeholders, including hotel General Managers, sales leaders, franchisees, owners and the corporate office
- Trained and mentored property level revenue/inventory managers to ensure they were able to maximize revenue at the individual property level
- Worked with Corporate Director of Revenue Strategy and Director of E-Commerce to develop, measure and implement e-channel and e-commerce marketing strategies

#### TRAVELCLICK, MILWAUKEE WI July 2005 – January 2009

##### *Director of Sales*

- Responsible for selling the full TravelCLICK suite of products including market share reports, website booking engine and GDS connectivity, website design, search engine optimization, pay per click advertising, and travel agent advertising to 200+ hotels and management companies in Wisconsin and Minnesota
- Consult with hotels to help them increase revenue through electronic channels including their own website, third party websites, and the Global Distribution systems
- Highly motivated to conduct job duties with little supervision while working from home
- Train customers on how to use our products to maximize their return on investment
- Conduct quarterly meetings with all hotels to ensure they are using our products to help generate revenue through electronic channels

#### WALT DISNEY WORLD, ORLANDO FL March 2001 – June 2005

##### *Product Manager, eCommerce*

- Define, track, and communicate business goals to Walt Disney Parks and Resorts Online (WDPRO) on behalf of Walt Disney World (WDW) Marketing, Sales, and Operations for input into Web site product releases
- Develop business plans, initiatives, and operating practices to improve end user productivity, client satisfaction, and reduce overall operating costs
- Understand site metrics and performance: proactively convey key learnings and recommendations to WDPRO and WDW team for continual improvements to the sites
- Serve as business lead on projects: create project brief, coordinate kick-off sessions, provide business direction, define success criteria, manage client expectations, manage UAT process, and ensure project deliveries are on time, on budget

##### *Manager, Customer Centric Revenue Management*

- Responsible for implementing a Customer Centric Revenue Management System that will utilize science during the sales process to optimize WDW value based on guest preferences and product profit contributions, by leveraging the guest's CRM profile
- The project generated up to \$30M in incremental revenue to WDW annually
- Proactively planned for changes that will occur within the organization due to the implementation of the system and provided change management tools as necessary
- Partnered with key areas including Direct Marketing, Pricing & Product Development, DRC, WDPRO, and Destination Disney to ensure we captured accurate business requirements

*Senior Revenue Analyst, Revenue Management – Resorts*

- Utilized yield management techniques on WDW Resorts to maximize transient, wholesale, cruise and group revenue. Partnered with key players to ensure proper implementation of revenue management strategies.
- Responsible for room inventory sold through Domestic and International Wholesalers, Internet sites including but not limited to WDW, Global Distribution Systems and Disney Cruise Line
- Developed and implemented a new monthly strategic/business plan that is used by each analyst. This tool helps analyze prior month results and plan for a rolling 12 month time period.
- Participated in the selection, design and implementation of our new Hotel Revenue Management System. Validated the science and methodology utilized

HOUSE OF BLUES HOTEL, A LOEWS HOTEL, CHICAGO IL

August 1998 – February 2001

*Director of Revenue Management*

- Played an integral role in the opening of the hotel on October 1, 1998
- Through proper rate positioning in the market the hotel exceeded their 1999 room's revenue budget by 2.7% and exceeded 2000 budget by 12.8%
- Conducted weekly yield management meetings with Executive Committee to review pricing strategies and demand
- Managed the day to day operations of the reservation and PBX office (1 Manager and 13 employees)