

## Application Form

### Profile

Chantal

First Name

Bazzoni-boncher

Last Name

Middle  
Initial

Email Address

Home Address

Suite or Apt

City

State

Postal Code

### What district do you live in? \*

☒ District 6

Mobile:

Primary Phone

Business:

Alternate Phone

Renaissance Milwaukee  
West

Employer

Director of Sales &  
Marketing

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.

[Resume Chantal B Boncher 2023.pdf](#)

Upload a Resume

### Why are you interested in joining this Board or Commission?

To represent Renaissance Milwaukee West hotel, and our partnership with Concord Hospitality and HKS. Also to help drive awareness and tourism and the corporate business that is coming into Wauwatosa along with being part of a strategizing team to target and attract new business and tourism spend into our community and business affiliates.

Chantal Bazzoni-boncher

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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.

**Ethnicity \***

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☒ Caucasian/Non-Hispanic

**Gender \***

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☒ Female

**Sexual Orientation \***

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☒ Straight/Heterosexual

01/09/1982

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Date of Birth

# CHANTAL

## BAZZONI-BONCHER

### LinkedIn:

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### EDUCATION:

Confederation College  
Bachelor's Degree,  
Hotel and Restaurant Management

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### QUALIFICATIONS:

18 Years of Hotel Experience

- Multi-brands; Sales & Operations
- Opening DOSM, Renaissance by Marriott & Eldr+Rime Restaurant/Bar
- Marriott Full Service, DOSM
- Residence Inn by Marriott, DOSM
- Family Owned & Managed
- Country Inn & Suites by Radisson, DOSM
- Family Owned/Managed Hotel

Third Party Management/Ownership

- CSM Corporation
  - Concord Hospitality
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### AWARDS & HOTEL TEAM ACHIEVEMENTS:

- 2022 Q2 Exceed Revenue Goals
- 2022 100% ESS
- Eldr+Rime, 2021 Voted Best New Restaurant
- 2020, DOS Focus & Resilience Award
- CSM 2018 Director of Sales of the Year
- CSM, Residence Inn Marriott, 2018 Guest Satisfaction
- Guest Satisfaction, Radisson President's Award 2013-2017
- Country Inn & Suites 2015, 2016 Hotel of the Year Finalist
- Milwaukee Marriott West, 2011, 2012 #2 Sales & Event Satisfaction
- 2009 Marriott Spirit to Serve

## PROFESSIONAL EXPERIENCE

### Concord Hospitality (5 Years)

**Renaissance Milwaukee West/Milwaukee-Wauwatosa, WI**

**Director of Sales & Marketing**

November 2019 – Present

- Pre-opening DOSM, Executive Leadership Team member; Renaissance & Eldr+Rime
- 196 Guestrooms; 10,000 sq. ft. function space. Eldr+Rime, 260 seats, restaurant & bar
- Successfully completed Marriott's opening schedule and critical path to targeted opening date
- Quarterly/Annual business and marketing plans and strategy updates
- Built relationships with city officials, public relations and influencers for new hotel and restaurant opening
- Worked with executive leadership team to develop, grow, and execute new Eldr+Rime brand. Chef-driven, high-profile restaurant and bar.
- Navigated through multiple challenges pre/post new property opening through pandemic
- Built & lead sales/events team of 7, sales, catering, event management and coordinator. Onboarding, training & development with continuous mentorship and positive culture
- Experienced in Revenue Generation and Innovative Sales & Marketing Tactics (Hotel & F&B)
- Experienced in sales, negotiations & management of city-wide event RFPs; Ryder Cup, Democratic and Republican National Conventions, MLB Playoffs/World Series, NBA Championships, PGA
- Holding positive RevPAR indexes consistently within an oversized STR comp-set
- Shifted target accounts, local/national corporate and high-profile sports teams from comp-set
- Proficient in Marriott Global Source, OneYield, MARSHA, FOSSE, Sales Force/Delphi, CI-TY, Opera
- Comfortable in 3rd party booking tools and systems along with Cvent, WeddingPro, Lanyon
- Strong understating of hotel operations management; extended-stay, limited and full service
- Implement processes and collaboration for continuous improvement
- Weekly/Monthly meetings and strategy presentations with hotel ownership & management group
- Promoted member of Concord's Sales Manager Advisory Council 2020-present
- Active Member of Concord's C-Women, C-Fit, C-Family groups and Diversity Council

### CSM Corporation (11 Years)

**Milwaukee Marriott West, Waukesha, WI**

**Director of Sales & Marketing**

August 2019 – November 2019

- 281 Guestrooms; 10,000 sq. ft. function space
- Transitioned to MMW Hotel while managing Residence Inn to backfill position
- Completed Hotel's 2020 marketing/business plan, aligned 2020's RFP season in MarRFP
- Headed team of 6; 3 sales managers, 2 catering managers & group rooms coordinator
- Elected Member of CSM's Sales Executive and President Council
- Active with Waukesha CVB, Waukesha County Business Alliance, and local networking groups
- Food & Beverage Revenue Generation & Strategy

### Residence Inn by Marriott/Milwaukee Downtown, WI

**Director of Sales & Marketing**

March 2018 – August 2019

- 131 Suites; 82% Occupancy, \$162 Average Rate
- \$6.7 Million Total Revenue (\$6.2m room, \$1.5k F&B). 2,000 sq. ft. banquet space
- Comp Set RevPar Leader, 2018 125.4% RevPar Index
- 3% RevPAR increase YOY; grew 1.1% Occ, \$2.42 ADR, \$3.76 RevPAR
- 2018 Director of Sales of the Year
- Elected Member of CSM's Sales Executive and President Council
- Revenue generation from BT accounts, contracted group and other transient segments
- Work directly with revenue management on rates, selling strategies and yield management
- Lead team of 2; sales manager & catering manager/coordinator. Continuous training, development and establishing sales goals
- Responsible for all onsite catering and outside catering partnerships
- Accountable for management of sales, catering and marketing expenses
- Actively participates with Visit Milwaukee CVB and community networking events

## SKILLS & AREAS OF EXPERTISE:

- Revenue Generation & Strategy
- Variety of Hotel Segments & Channels
- Familiarity of Hotel Brands
- Managing Key Accounts
- Business Plans, Forecasting & Budgeting
- Banquet, Food & Beverage
- Innovative Marketing Professional
- Guest Service/Client Relations
- Operations Management
- Goal Orientated, Energetic & Professional
- Training, Development and Mentorship
- Team Collaboration, Dedication
- Entrepreneur Mindset

## Country Inn & Suites by Radisson/Brookfield, WI

### *Director of Sales & Marketing*

November 2013 – March 2018

- 149 Guestrooms & Suites; 74.4% Occupancy, \$112 Average Rate
- \$4.9 Million Total Revenue (\$4.7m room, \$1.6k F&B)
- 13.3% RevPAR increase 2013 – 2017, ADR grew \$96.59 to \$111.26
- Managed all business transient accounts, contracted group and other transient segments
- Responsible for 5,200 sq. ft. of banquet space and generating F&B revenue
- Led one sales manager, one sales & catering coordinator; Managed revenue goals, sales deployment and monitored revenue generating efforts. Training and development of the SM into the DOS role
- Task force and training the DOS for CSM's Country Inn & Suites in Des Moines, IA
- Worked closely with GM managing the preparation and execution of the hotel renovation process
- Active with Brookfield CVB, Waukesha County Business Alliance and community networking events

## Marriott Milwaukee West/Waukesha, WI

### *Senior Corporate Sales Manager*

2012 – November 2013

### *Corporate Catering Manager*

2011 – 2012

### *Executive Meeting Manager*

2009 – 2011

### *Front Office Manager*

2008 – 2009

- Managed hotel's top corporate accounts and contracted Group & Association bookings
- Successfully achieved quarterly sales goals by generating new business, maintaining top accounts, market share-shifts and continuous prospecting activities
- Green Zone GSS and ESS

## Albert Bazzoni Ltd (5 Years)

### Continental Hotel & Dining Lounge/White River, ON Canada

### *Restaurant/Hotel Assistant General Manager*

2003 – 2008

- Family owned and operated; 50+ years in business
- 67 Guestrooms & Suites. Full-service dining lounge & bar serving breakfast, lunch & dinner menu
- Managed 25 front line employees; housekeeping, kitchen and service staff
- Responsible for managing inventory, expenses, staffing and payroll
- Revenue generation and creativity driving restaurant sales
- Represented the company as a member of the Northern Ontario Tourism & Marketing Board

## PERSONAL AND PROFESSIONAL ATTRIBUTES

- Active, athletic lifestyle and interests, both personal and within family
- 15-years married, two children (9 & 11)
- Energetic, innovative, and professional sales leader
- Team builder, collaborator, and motivator
- An entrepreneur mindset. Ethical, loyal, and dedicated
- Adaptable, flexible, and driven to problem solve and process improvement
- Adept in a variety social media channels and digital marketing
- A small-business owner/leader, premium skincare direct-sales
- Skate Canada Figure Skating Coach, level 2 (2004-2010), club coach and manager

## CONTACT INFORMATION:

