

RONNIE STRICKLAND

Fort Pierce, FL • ronniestrickland07@gmail.com • 772-584-0562 • /in/rrstrickland

Decorated Hospitality Sales Leader

Hospitality sales leader with 10+ years of progressive experience across hotel operations, sales development, and global account management. Proven success in building revenue-generating partnerships, leading cross-functional initiatives, and delivering consistent top-quartile performance in high-volume, competitive markets. Experienced managing & growing \$8M+ account portfolios across a variety of client segments.

International Business Development | Hotel Operations Management | Strategic Hospitality Partnerships

PROFESSIONAL EXPERIENCE

Wyndham Hotels & Resorts, Parsippany, NJ September 2022 to June 2025

Publicly traded global hotel franchisor, operating over 9,300 properties across 25 brands in 95+ countries

Senior Manager, Sales Development | Global Sales (April 2023 - June 2025) – **Position impacted by corporate restructure**

- Led revenue generation and account growth across 30+ global partner accounts in sports, tour & travel, and third-party MICE/association segments, securing block contracts for 10-300+ rooms.
 - Scaled portfolio 60-65% year over year, growing from \$2M to \$3.3M (2023), up to \$7.6M (2024)
 - Projected \$9M+ EoY 2025 (\$5M as of June 2025)
- Cultivated & expanded high-value relationships to maximize share production with new & existing accounts.
- Strategically prospected new global accounts through online tools (ZoomInfo/LinkedIn, etc.), tradeshow meetings, and leads.
- Created account plans & proposed strategies to improve account performance and grow incremental revenues.
- Utilized Salesforce data and detailed reporting to uncover areas of opportunity within existing accounts & new prospects.
- Negotiated and finalized group bookings utilizing numerous RFP software platforms including Cvent Group, Cvent Transient, Alliance Reservations Network (ARN)/Group Productivity Solution (GPS)/Playbook365, EventConnect, and EventPipe.
- Led embedded support team members in multiple specialized account projects to expand client RFP reach, close new business, and grow revenues.
- Collaborated cross-functionally to improve market positioning for franchisees & owners.

Senior Manager, Global Sales | Franchise Sales & Marketing (September 2022 – April 2023)

- Exceeded annual revenue targets, reaching 178% production (Top Performer, awarded Q4 2022).
- Managed reactionary group sales for Baymont, Wingate, and Ramada brands globally, under the Co-Op Sales & Marketing brand partnership initiative.
 - Supported accounts across a variety of segments including corporate, association, sports, and tour.
- Drove bookings via Group Travel Forms, Cvent, and Cvent SpeedRFP.
 - Developed standard operating procedures and best practice guidelines for Cvent & SpeedRFP, utilized teamwide by 5+ person sales team.

Hilton Daytona Beach Oceanfront Resort, Daytona Beach, FL June 2018 to September 2022

744-room AAA Three Diamond full-service resort w/ 60,000 sq.ft. of meeting space, set on the World's Most Famous Beach

Sales Manager (September 2021 – September 2022)

- Drafted and negotiated all group sales contracts for assigned segments, utilizing Hilton-approved MSAs (master service agreements) when applicable.
- Managed sports market for all groups 10+ rooms on peak along with social, education, and multicultural group markets (76+ rooms on peak).
- Strategically targeted accounts to drive growth and exceed revenue goals for \$5M+ portfolio.
- Trained 5+ new sales team members on systems, market segments, and key property attributes to ensure accurate and competitive sales bids.
 - Served as subject matter expert in Delphi.fdc and property function space allocation training.
- Million Dollar Club award – Q2 2022

Executive Meetings Manager (January 2020 – September 2021)

- Oversaw contract negotiations & group sales of all market segments for groups of 10-50 rooms on peak.
 - Utilized Hilton-approved MSAs to finalize group sales contracts when applicable.
- Managed property Business Travel (BT) portfolio within Cvent Transient, OnQ Solicitation, Agency360, & Hotelligence systems.
- Streamlined sales pipelines and improved conversion rates to exceed \$1M annual goal.

Convention Services Manager (June 2018 -January 2020)

- Managed logistics for corporate, association, sports, & social meetings and events in 60,000+ sq. ft. of meeting space.
- Partnered with clients and hotel teams to optimize satisfaction while identifying upsell revenue opportunities.
- Awarded Manager of the Quarter – Q3 2019

Loews Royal Pacific Resort at Universal Orlando, Orlando, FL

March 2016 to June 2018

1000-room AAA Four Diamond full-service resort w/ 150,000 sq.ft. of meeting space on the Universal Studios Orlando campus

Guest Services Coordinator (March 2016 – June 2018)

- Dispatched & managed bell staff for all guest assistance requests to service entire 1,000-room resort.
- Recognized as Front of House Team Member of the Month (March 2018).
- Electronically recorded all activity of guest requests and assignments.
- Ensured prompt satisfaction of guest requests and professional resolution of any complaints.
- Trained 7+ new team members on systems, processes, and key property attributes to ensure accurate completion of tasks and assignments.

EDUCATION & CERTIFICATIONS

University of Central Florida-Rosen College of Hospitality Management - Orlando, FL

Master of Science in Hospitality and Tourism Management – January 2017

Graduate Certificate, Event Management – January 2017

Indian River State College - Fort Pierce, FL

Bachelor of Applied Science, Organizational Management – May 2014

TECHNICAL SUMMARY

Salesforce Lightning, Salesforce Hospitality Cloud (Delphi.fdc), Cvent, Cvent Transient (Lanyon), Cvent SpeedRFP, Amadeus MeetingBroker, Agency360, Hotelligence, Alliance Reservations Network (ARN)/Group Productivity Solution (GPS)/Playbook365, EventConnect, EventPipe, OnQ Solicitation, SynXis CR & Property Hub, Passkey, Microsoft Office, Windows, Mac OS