

# JEFFREY TRUHLAR

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A highly accomplished hospitality professional with the ability to handle management responsibilities within a highly financially competitive hospitality corporation. A decisive leader with proven success in maximizing sales, increasing guest retention, and identifying growth opportunities within an operational unit. Adept in performing within dynamically changing environments requiring focused decision-making. Instrumental in streamlining business processes, implementing cost control measures, and enhancing operational efficiency. Passionate about searching out my associates 'strengths' and what makes them 'tick' to help better prepare them for advancement within the company.

## AREAS OF EXPERTISE

- Hospitality Management
- Operations Management
- Sales & Marketing
- Change Management
- Business Development
- Development
- Innovative Leadership
- Strategic Planning
- Training & Coaching
- Budget Management
- Investment Opportunities
- P&L Management
- Financial Management
- Cost Containment

## TOUCH POINTS

- Traveled for Shaner Hotel Group to areas of challenge and growing markets.
- Opened Five new Hotels, Three Property Conversions, Three Property Acquisitions
- Direct Contact for new managed developments in Florida.
- Currently Oversee Eleven Hotels with three more under Construction.
- All Hotel in Region Recognized as Marriott Award Winning Hotels
- All Hotels in Region are Trip Advisor Excellence Award Hotels.

## PROFESSIONAL BACKGROUND

### Shaner Hotel Group (1996 – Present)

#### *Southeastern V.P of Operations; Jacksonville Beach, Fl. (2012 – Present)*

Provided leadership and direction in daily operation of eleven hotels with revenues exceeding 30 million

- Insured staff/hotel was continuously focused on creating the exceptional "experience" for our guest. Ensured all staff members followed a strict guest recovery program, and documented all issues. All surveys were reviewed and followed up upon daily.
  - Increased 6 hotels over 12% in revenue third year in a row
  - Increased NOCF 8% in 2013
  - Overall Hotel satisfaction YTD 2013 91.2%%

#### *Regional District Director – Jacksonville Beach FL (2009-2012)*

Directed all aspects of Hotel Operations for the Courtyard by Marriott and Fairfield Inn and Suites. , maintenance programs, payment schedules, and renovation requirements for property owners. Ensured the integrity of all budgets, forecasts, and financial reports .Conducted weekly revenue meetings and staff/supervisor meetings focused on further training and associate development. Monitored labor for all properties

- Analyzed P&L reports and identified areas for enhancing profitability.
- Maximized labor usage on a daily basis to ensure optimal performance levels and cost effective production.
- Adhered to performance specs by Preferred Hotel Brand.

#### *Area General Manager– Marriott Courtyard& Fairfield Inn & Suites, Jacksonville Beach, FL (2004 – 2009)*

Led all Operations for both hotels, as well as renovations, sales efforts and Guest Service. Handled P&L management and financial reporting tasks within the corporate office. Forecasted Revenues for budget as well as twelve month forecasting.

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- Direct Liaison to owner ship of a 22 Million Dollar renovation for hotel conversion from Holiday Inn SunSpree To Marriott Courtyard
- Owner Liaison of the construction of the Fairfield Inn & Suites with a year delay to poor construction techniques.
- Sat in as owner rep for construction lawsuits and property correction of mold and leaks post construction, as well as poor mechanical design

**General Manager for Shaner, Jacksonville F.L, Newport R.I, Saddle Brook N.J, (1996 – 2004)**

- Full responsibilities for a Union Hotel for ownership
- Executed strategy for hotel sell out as well as coordinated hotel call around and property "rack rates" on

**Early Career: (1981-1996)**

**Food & Beverage Director Rayel Hotels, Executive Chef: Holiday Inn/ Empire Ballroom Suffern New York AGM Saddlebrook N.J.)**

**Appointed as Student Advisory Chair for San Pablo Elementary, Coached 2 years of entry Flag Football League, Chairman of Jacksonville Hotel, Motel Association, Graduate of FBI Citizen's Academy 2013, FEMA Certified 2012, Past Chair of Florida first Coast of Golf**

## AWARDS

4 times awarded Gold Service – Marriot

## EDUCATIONAL BACKGROUND

**1981 JOHN JAY GRADUATE WITH REGENTS DIPLOMA**

**1996- CERTIFIED WORKING CHEF/ AH&L**

**1998- CERTIFIED FOOD & BEVERAGE DIRECTOR**

**2001- CERTIFIED HOTEL ADMINISTRATOR AH& L**

**2003 -CONNECT U GRADUATE / MARRIOTT INTERNATIONAL**