EFRÉN L. APONTE CORTÉS

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REGIONAL DIRECTOR OF SALES & MARKETING

Award-winning hospitality executive with 20+ years of experience leading Marriott, Hilton, luxury and independent hotel portfolios. Oversees $46M+ in annual revenue across a five-hotel portfolio with expertise in revenue growth, commercial strategy, forecasting, budgeting, international sales, and team leadership. Bilingual in English and Spanish.

CORE COMPETENCIES Strategic Sales Leadership • Revenue Management • Business Development • Multi-Property Operations • Budgeting & Forecasting • Group Sales • Marketing Strategy • International Markets • Contract Negotiation • Team Development

TECHNOLOGY Delphi, CVENT, Opera, OnQ, TravelClick, STR, IDEAS, FOSSE, SalesPro, Microsoft Excel

PROFESSIONAL EXPERIENCE

Regional Director of Sales & Marketing | Moxy Boston Downtown | Boston, MA | May 2019-Present

- Lead commercial strategy for five hotels generating $46M+ annual revenue.
- Direct sales and marketing teams, budgeting, forecasting, and revenue optimization.
- Represent portfolio at national and international trade shows.
- Top Performing RDOSM Q1 2023; Top Performing Sales Team Q3 2023.

Director of Sales & Marketing | Ames Boston Hotel, Curio Collection by Hilton | 2016-2019

- Generated $2.9M business travel and $2.2M group revenue in 2018.
- Increased international market production 175% YOY.
- Improved RevPAR Index to 101.8 (+10.1%).
- Led transition to Hilton Curio Collection.

Director of Sales | Revere Hotel Boston Common | 2011-2015

- Exceeded 2014 goals by $2.1M, generating $20M+ group and catering revenue.
- Exceeded budgets by an average of $1.3M each year.

Director of National Accounts & Marketing Strategies | JW Marriott Miami | 2010

- Managed Northeast and International National Accounts.

Area Sales Manager | Hyatt Pier 66 | Bahia Mar | Hilton Fort Lauderdale Marina | 2006-2010

- Managed group, corporate and association business across three luxury resorts.

Area Catering Sales Manager | Hyatt Pier 66 | Bahia Mar | Hilton Fort Lauderdale Marina | 2005-2006

- Managed SMERF catering sales and event planning.

EDUCATION Universidad Interamericana de Puerto Rico, San Juan, PR

LEADERSHIP & RECOGNITION

- President, SKAL Boston (2024)
- Board of Directors, SKAL USA (2025-2026)
- Board of Directors, PCMA New England (2023-2026)
- Marketing Chair, Massachusetts Lodging Association (2023-2026)
- MLA Manager of the Year (2024)