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Simeon Q. Miranda

Professional Experience **Over 40 years of Executive Management Experience with Hilton Worldwide, Marriott International and Outrigger Resorts.**

Outrigger Resorts, **Honolulu Hawaii July 2010 – Present**

General Manager - Embassy Suites by Hilton Waikiki Beach Walk August 2016 – Present

Highest revenue producing Embassy Suites Resort in the world with 369 all-suites, full service resort with F&B, with leased world renowned restaurants and specialty stores. Highest Revpar, Average Daily Rate within the Embassy Suites brand, consistently awarded Hilton/Embassy top performance in Revenue, Service and Profits.

Corporate Director – Operations, Pacific December 2014 – July 2016

Outrigger Resort Corporate representative within the western Pacific region with oversight of the Outrigger Guam Beach Resort 600 rooms world renown resort in the Pacific and any future Outrigger properties that may open within the region. Responsibilities include overseeing the property General Manager, owner relations, major capital refurbishments, and all developments.

General Manager-Holiday Inn Waikiki Beachcomber Resort December 2013–November 2014

Award winning resort within IHG system and Outrigger Resorts achieving record breaking revenues and profits in 2013 and 2014. 496 rooms, full service resort with contracted F&B, world renowned showroom and department store. Highest revpar and RGI within the Holiday Inn Resort brand, consistently awarded recognition of IHG Best of Best team members in the last 2 years.

Airport Hotels July 2010 – November 2013

Overall responsibility for operations, sales, marketing for two full service hotels totaling 581 rooms, Airport properties -The Plaza Hotel with 274 rooms and The Outrigger Ohana Hotel with 307 rooms, including Food and Beverage operations, total revenues 22M. Union properties with Unite Here Local 5 and ILWU - Achieved record breaking revenues and profits since hotels opening with Operating Cash Flow change improvement year over year by 25% and 65% from budget.

Marriott International, Anaheim California January 2009 – June 2010

General Manager, Marriott Suites Hotel, Anaheim, CA

Largest award winning, destination full service Marriott Suites Hotel with 371 suites, Conference Center with Food and Beverage operations, 2009 flow through over 56%. Redirected Sales and Marketing strategies to change market mix to improve penetration, room revenues and GOP to over 35%.Created Housekeeping Efficiency Program to increase Housekeeper productivity by 50%. Increased Other Income 40% through paid parking renegotiated gift shop and business center leases and contracted concierge desk lease with Disneyland. Achieved highest QA score in the region 97% - Responsible for 8M Capital renovation improvement project.

Hilton Worldwide, Beverly Hills California July 1996 - October 2008

Resident Manager, Hilton Waikoloa Village, Waikoloa, HI July 2004 – October 2008

Responsible for the operations of an award-winning, world-class destination resort. Hilton Waikoloa Village is the largest private employer on the Big Island with over 1,500 employees, 62 acres with 1,241 rooms, and 100,000 square feet of indoor and outdoor meeting space. Direct responsibilities include day to day Resort Operations, Sales, Marketing, Human Resources, Finance, Food and Beverages with total revenues exceeding $134 million. Managed 90 million dollar, three year, capital renovation. The resort received the 2006 Travel & Leisure Magazine number one Family Resort in Hawaii from hundreds of resorts in the country and recipient of the

Hawaii Business Green Award 2006. Opened the Wyland Waikiki Hotel – 400 room boutique hotel as Acting General Manager.

General Manager, Embassy Suites Resort, Lake Tahoe, CA February 2000 – July 2004
Managed the largest, all suite, world class 400 rooms resort in Lake Tahoe. Responsible for operations and marketing of the four-diamond, full service resort. Received top 10 rating in the highest Quality, Service and Product scores in the Embassy Suites system. Resort focuses on group, leisure, tour and travel markets. In charge of $5.5 million renovation and take over of food and beverage operations. Helped to promote and market vacation ownership with Embassy Suites Vacation Resort – Timeshare Hotel.

General Manager, DoubleTree / Red Lion Hotel, Sacramento, CA Feb. 1998–February 2000
Double Tree Hotel - The largest group segment, full service hotel in Sacramento with 448 rooms and over 35,000 square feet of meeting space. Managed day to day operations of the hotel, total revenues exceeding $21 million with food and beverage revenues of $8 million. First Doubletree Hotel with 350 employees to implement PROMUS Corporation's 100% Satisfaction Guarantee.
In charge of $2.5 million ballroom renovation.

Red Lion Hotel – Largest Red Lion full service hotel with 336 rooms, over 20,000 square feet of meeting space and 240 employees. Corporate hotel with total revenues exceeding $12 million with food and beverage revenues of $4 million. Responsible for total hotel and food and beverage operations. Managed 96 room renovation totaling one million.

Hotel Manager, Embassy Suites Resort, Lake Tahoe, CA July 1996 - February 1998
Largest four-star Embassy Suites Resort with 400 suites. Achieved Embassy Suites top 10 TQI award for Service, Product and Quality. Achieved 100% budgeted profits in 1997. Responsible for total hotel operations while in Chapter 11 bankruptcy including Front Desk, Complimentary Services, Housekeeping, Human Resources, Engineering and Accounting.

General Manager, Embassy Suites Hotel, McAllen, TX 1993 - 1996
South Texas largest 224 all suite, four-star property with food and beverage with corporate and transient business, full-service hotel with total revenues exceeding 7 million - Increased suite revenue and ADR by 15% from year over year - Responsible for $3 million renovation and opening of 56 additional suites - Increased group and international segments to 25%.

General Manager, Embassy Suites / Crown Sterling Suites, Anaheim, CA 1989 - 1992
Responsible for Operations, Marketing and Maintenance of four-star, 224 all suite destination property. Provided leadership and training to the management and sales staff to maximize occupancy and attain operating income goals. Achieved 110% of revenues and GOP.

Assistant Director of Operations, AW Management, Newport Beach, CA 1986 - 1989
Opened three franchised Embassy Suites and organized five all suite hotels within two years. Acting General Manager to new hotels, established budgets, marketing plans and staffing. Directly responsible for recruiting Manager Trainees. Average GOP – 55%.

General Manager, Woolley's Petite Suites, Santa Ana, CA 1986 - 1987
Managed all suite hotel property with 95% corporate clientele. Increased occupancy and suite revenue by 50% from prior year. Responsibilities included budget preparations, financial analysis, sales and marketing, recruitment and training of all positions.

Education:	Bachelor of Science, Business Administration, Marketing Seattle University, Seattle, WA	
Professional Affiliations:	Hawaii Lodging Tourism Association Executive Board of Directors - Chairperson	**2016-Present**
	Waikiki Community Center Chairperson/Executive Board of Directors	**2018-Present**
	Hawaii Army Museum Executive Board of Directors	**2018-Present**
	SKAL International Hawaii Executive Board of Directors	**2017-Present**
	SKAL International Board of Directors	**2024-Present**
Community Activities:	PATA	**2009-Present**
	Hawaii Visitors Industry Charity Walk - Chairperson	**2004-Present**
Interests:	Marathons, Triathlons, Golf, Food and Wine	