

Hanny Lim Longstaff

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Summary of Qualifications

- Dynamic Director of Sales with over eight years of experience and a proven track record of elevating revenue and exceeding group goals through strategic leadership and innovative sales approaches.
- Adept at fostering strong client relationships and orchestrating seamless event experiences.
- Expertise in identifying growth opportunities, collaborating across departments, and orchestrating successful sales processes from inception to closure.
- Skilled in creating promotions, leading teams, and delivering consistent results in fast-paced, customer-centric environments.

Skills

- Sales Software Proficiency: Delphi, Salesforce, Agency360, SalesPro
- Office Suite Proficiency: Google Docs, Sheet, Slides, MS Word, PowerPoint, Publisher, Excel
- Hotel Management System: Opera PMS, Galaxy Light Speed, and OnQ PMS
- Multilingual Communication: Fluent in English and Indonesian; conversant in Mandarin

Professional Experience

Hilton Stamford and Executive Meeting Center

September, 2024 – **Senior Sales Manager**, Stamford, CT

- 484 Guest Rooms — 64,000+ sq. ft. Event Space
- Successfully secured over \$2.6 million in group business year-to-date and drives consistent sales performance.
- Strategically leveraged ZoomInfo to identify new group business opportunities and strengthen relationships with local companies and associations.
- Utilized Arrival and GRC reports to uncover patterns in business transient bookings and repeat group business, translating data insights into actionable sales strategies.
- Proactively engaged with local businesses and community organizations, fostering partnerships and increasing visibility within the regional market.
- Revived dormant revenue streams by re-soliciting historical group leads, reactivating interest, and converting them into new business opportunities

Hotel Indigo Flushing LaGuardia

September, 2023 – **Director of Sales**, Flushing, NY
September, 2024

- Successfully drove revenue growth by surpassing 2024 contribution goals by \$1M in the second quarter with a notable achievement of exceeding the Q2 target goal by over \$300K.
- Successfully signed a two year agreement with US Tennis Association Group for years 2024 and 2025 with over \$1M of Revenue.
- Successfully signed a one year agreement for 2024 Airlines crew with revenue of \$1M.
- 25% increase in Business Transient and Local Company clientele.
- Leveraged the Arrival report as a potent instrument to uncover additional business transient possibilities and their associated booking agencies.
- Initiated weekly status meetings to transparently communicate revenue growth, foster team alignment, and drive collective success.
- Developed and executed strategic promotions across various platforms, including monthly, quarterly, and "need dates" campaigns, to enhance visibility and attract a diverse clientele.
- Masterfully managed the sales process from lead identification and qualification to negotiation and deal closure, consistently delivering superior outcomes.

May, 2021 – August,
2023

The Collective Paper Factory Hotel

Director of Sales, Long Island City, NY

- Successfully drove revenue growth by surpassing annual group contribution goals, with a notable achievement of exceeding the target by \$250K in 2022 and \$50K in 2021.
- Strategic Leadership and Goal Attainment: Instrumental in achieving the 2023 Group's Q2 goal in terms of group contribution and meeting room targets, reflecting an unwavering commitment to results-driven leadership.
- Business Expansion and Client Engagement: Realized a remarkable 25% increase in Business Transient and Local Company clientele, demonstrating exceptional prowess in identifying and cultivating new business opportunities.
- Leveraged the Agency360 report as a potent instrument to uncover additional business transient possibilities and their associated booking agencies, thereby expanding our influence within the competitive landscape.
- Event Coordination and Client Liaison: Spearheaded the seamless orchestration of meetings, conventions, and events, ensuring client satisfaction through meticulous coordination of services and production of accurate BEOs and Convention Resumes.
- Transparent Communication and Collaboration: Initiated weekly status meetings to transparently communicate revenue growth, foster team alignment, and drive collective success.
- Strategic Planning and Promotion: Developed and executed strategic promotions, including monthly, quarterly, and "need dates" campaigns, across various platforms to enhance visibility and attract a diverse clientele.
- Holistic Sales Management: Masterfully managed the sales process from lead identification and qualification to negotiation and deal closure, consistently delivering superior outcomes.
- Innovative Resource Allocation and Planning: Successfully directed resource allocation, forecasting, and strategic planning for new business ventures, showcasing adept decision-making and resource optimization.
- Expertise in Client Qualification: Thoroughly assessed and qualified leads and sales opportunities, ensuring efficient utilization of time and resources.

December, 2019 –
March, 2020

Marriott Courtyard Times Square and Marriott Residence Inn Times Square

Area Sales Manager, New York, NY

- Accomplishments: Successfully secured Group business for the Tour Series spanning from 2020 to 2021, resulting in revenue exceeding \$1 million.
- Sales Initiatives: Proactively initiated outreach efforts to local businesses, cultivating valuable connections and opportunities within the community. Skillfully engaged with global accounts, consistently exploring potential new business prospects across all Business segments.
- Lead Generation and Client Relations: Employed a strategic approach to sourcing new accounts, ensuring a diverse portfolio of potential clients for sustained growth. Identified promising targets through astute market research and industry analysis, enabling effective lead generation.
- Rekindling Past Opportunities: Demonstrated a proactive approach by re-soliciting past business leads, reviving potential opportunities for revenue growth. Employed various engagement strategies such as personal meetings, luncheons, receptions, and regular on-site interactions.
- Consistent Engagement: Committed to maintaining a high level of engagement, meeting with clients daily, weekly, and monthly. Leveraged frequent interactions to foster rapport, address client needs, and provide exceptional service.

December, 2018 –
December, 2019

Holiday Inn Express Times Square South

Senior Sales Manager, New York, NY

- Spearheaded a remarkable 25% surge in group production within three months

- Not only met but surpassed the annual group goal in 2019, showcasing exceptional dedication and performance.
- Successfully secured bookings for the 2019 Group business for the Tour Series, generating substantial revenue exceeding the \$1 million mark.
- Proactively engaged with local companies and global accounts, effectively identifying and capitalizing on new business prospects across diverse market segments.
- Demonstrated swift responsiveness to leads via Lanyon during the competitive RFP season, strategically harnessing business transient opportunities.
- Leveraged the Agency360 report as a potent instrument to uncover additional business transient possibilities and their associated booking agencies, thereby expanding our influence within the competitive landscape.
- Orchestrated the preparation and adept management of a comprehensive Sales & Marketing Budget, optimizing resource allocation for maximum impact.
- Pioneered a weekly Sales and Revenue Strategy meeting, fostering collaborative discussions on critical facets such as pricing strategies, yield management, market dynamics, and lead generation.

Aloft and Ibis New York LaGuardia Airport Hotels

January, 2018 –
December, 2018

Director of Sales, East Elmhurst, NY

- Surpassed expectations by securing bookings for the 2018 group business that exceeded the budget by an exceptional \$500K, underscoring exceptional negotiation and client relationship skills.
- Notably, achieved and surpassed budget targets by an impressive 219 room nights and a substantial \$76K in room revenue, highlighting a keen focus on revenue optimization and operational excellence.
- Fostered strategic partnerships with key entities such as the Queen's Chambers of Commerce, NY Mets, Accommodation Plus International, and LAMCO, amplifying both hotels' visibility and appeal through synergistic collaborations.

Washington Jefferson Hotel

May, 2017 – January,
2018

Director of Sales, New York, NY

- Skillfully managed local and national accounts through adept negotiation and strategic oversight, ensuring mutually beneficial agreements.
- Proactively conducted comprehensive market research across various segments, including Corporate, Leisure, Tour & Travel, SMERF, Government, and Sports & Entertainment, employing methods such as cold calling, creative promo flyer development, and targeted sales calls.
- Formulated and executed a meticulously crafted strategic blueprint, driving the achievement of ambitious sales targets and expanding the hotel's customer base.
- Innovatively introduced amenities tailored to hotel customers, effectively boosting revenue streams and enhancing guest satisfaction.
- Engineered a revitalized Sales Team system, introducing an improved proposal structure, revamped contracts, enriched hotel sales kits, and streamlined workflows for Sales Coordinators. Additionally, implemented the Delphi system as a potent sales tool.
- Assembled a comprehensive competitive setlist through rigorous research, on-site visits to neighboring hotels, and a thorough analysis of their strengths and weaknesses.
- Concluded property site inspections with finesse, hosted clients with genuine hospitality, and actively participated in weekly revenue meetings, showcasing a well-rounded commitment to operational excellence.
- Fostered collaborative partnerships with clients, dedicating effort to comprehending their unique business needs and objectives, resulting in tailored solutions and strengthened relationships.
- Effectively communicated the hotel's value proposition through compelling proposals and engaging presentations, ensuring a clear understanding of the benefits offered.

- Produced insightful reports, including but not limited to Productivity Reports, Weekly Plans, and Sales Call Reports, providing a data-driven foundation for strategic decision-making.

Aloft Brooklyn Hotel

November, 2015 –
May, 2017

Sales Manager, Brooklyn, NY

- Cultivated enduring partnerships with key clients, ensuring a consistent stream of group revenues.
- Achieved a remarkable 12% year-over-year increase in group production during 2016, a testament to astute market insight and strategic planning.
- Demonstrated exceptional performance by attaining but surpassing the 2015 goals in numerous months, including January, February, March, April, May, June, and November, achieving well over 100% year-over-year growth in 2016.
- Aggressively harnessed strategic relationships within the market for assigned market segments, surpassing the ambitious \$900,000 annual group goal by an impressive \$405K in 2016, focusing on a 176-room, select brand property.
- Skillfully identified business prospects within the market and effectively seized market share from direct competitors, demonstrating a proactive market presence.
- Orchestrated monthly sales blitzes, successfully expanding the portfolio of corporate accounts and tapping into new revenue streams.
- Achieved an impressive 25% year-over-year increase in corporate and LNR (Local Negotiated Rates) production during 2016, showcasing adept negotiation and client management capabilities.
- Utilized the Agency360 report as a powerful tool to unearth supplementary opportunities within the business transient realm alongside their corresponding booking agencies. This strategic approach significantly broadened our reach and impact within the fiercely competitive market.
- Held the pivotal responsibility of negotiating and overseeing all local accounts and national agreements throughout the RFP process, ensuring advantageous terms and conditions.
- Crafted, evaluated, and presented comprehensive annual Marketing Plans and budgets, quarterly action plans, and weekly pacing reports to the owner and management teams.
- Devised and executed a meticulous strategic blueprint, instrumental in achieving ambitious sales targets and broadening the hotel's customer base.
- Prepared a range of detailed reports, including but not limited to Productivity Reports, Weekly Plans, Sales Call Reports, Market Share Analyses, and Forecasts, fostering informed decision-making and planning.

Hotel Indigo Brooklyn and Aloft Brooklyn Hotel

May, 2015 – October,
2015

Complex Sales Coordinator, Brooklyn, NY

- Handled all incoming and outgoing correspondence for DOSM & Sales Manager
- Performed any other reasonable duties as required by the DOSM and Sales Manager
- Prepared group proposals and contracts for clients and input all information through STS

Education

Bachelor's Degree in Business Management, *Tarumanagara University*, Jakarta, Indonesia

Major: Travel, Tourism, and Hospitality Management, *LaGuardia Community College*, Long Island City, NY

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