

Robin Gordon

Objective & Qualifications:

To obtain a long-term position where my business experience and knowledge contribute towards your company's profitability and growth, and my own career growth and advancement.

27 years progressive experience in a tourism-based travel industry business environments with a solid background in management, supervision, car rental operations and car sales, hotel sales & operations, administration, sales, marketing, vendor negotiations and problem solving. Well organized, dependable, and detail oriented with ability to create a strong team environment. Recognized for high motivation level, ability to learn, advance and succeed. Frequently promoted from within. Bilingual – Spanish..

Work History:

2008 **Dollar Thrifty Automotive Group** **Phoenix, AZ**
Local Sales Manager

Responsible for local sales of Corporate, Group and Convention, Promotional, Tour Wholesale and Authorized Billing Account Programs. Market local stores within the community. Search for web based marketing opportunities. Create, implement and monitor special and promotions. Handle customer service issues for clientele base.

2006-2008 **FUNfinder Inc.** **Phoenix, AZ**
Vice President of Operations

Responsible for the creation and execution of all rental operations programs in conjunction with venue-specific GPS rental products being developed by the company.

Research and select vendor services for the company including, but not limited to, rental management software, POS system and integration, selection of Internet travel services for company employees, promotional items, uniform providers, etc.

Oversee and monitor rental operations at Grand Canyon, Phoenix Zoo, and Vail Ski Resorts. Resolve any customer service issues.

1996-2006 **Advantage Rent A Car** **Reno, NV**
District Manager

- Managed all aspects of the Seattle, WA and Reno, NV car rental operations which included SeaTac International Airport, Reno Tahoe International Airport and 4 local market stores.
- Managed development of 70 employees and 7 managers in Nevada and Washington simultaneously.

- Responsible for coordinating in-fleeting, maintenance and disposal of up to 1200 car fleet within required timelines set forth by the company.
- Oversaw revenue management strategies and rental car promotional rates to meet utilization and revenue goals.
- Documented and managed all employee discipline, terminations and other Human Resource issues, such as, harassment, theft, and potential law suit issues.
- Audited all stores on a monthly basis to confirm location of equipment, funds, and verify expenses were charged to proper locations.
- Resolved customer service issues in fairness to the company and the consumer. Developed new operating procedures as needed to eliminate potential customer service issues.
- Developed local sales promotions and literature for each market segment. Determined and assisted management in identifying potential new business sources, marketing strategies and made sales calls to potential new accounts. Responded to Government solicitations for car rental "RFPs". Submitted bid documents as required by Government entities.
- Solicitation and sale of company owned fleet at auctions and local wholesale dealership accounts.
- Created rental program presentations of fleet and pricing to reservationists at key tour wholesale accounts. Review benefits and features of fleet to help them provide the proper vehicle for their client's needs. Developed incentive programs to increase sales.
- Obtain vendor bids for all automobile mechanical repairs, parts and labor rates, body damage repairs, janitorial services and office supplies. Also negotiate hotel pricing for corporate employee travel in Reno and Seattle.
- Traveled extensively as required by the company to assist other locations experiencing problems. Trouble shot operations in those cities and made appropriate changes to return locations to profitability.
- Traveled with the Reno Sparks Visitor and Convention Authority to target market locations and assist in distributing Reno/ Tahoe destination materials to the general public at large trade show events.
- Responsible to seek out and negotiate new location opportunities as they existed inside large hotel properties. Successfully negotiated and operated "exclusive supplier" contracts with many area hotels.

Other Experience: **1993-1996** **Thrifty Car Rental** **Reno, NV**
General Manager

Responsible for opening of franchise location. Developed all programs and procedures for this franchise location including: Daily Business Reporting (recap of revenues), Yield Management, Rate Promotions and corporate business programs, personnel requirements, hiring, training for all positions, disciplinary action, terminations, employment hearings, convention and wholesale rate plans, rental counter procedures, marketing of new facility to include airport parking, customer relations and any other operational procedures. Assist with car sales to general public

as needed.

1991-1993 **Tahoe Chalet Inn** **South Lake Tahoe, CA**

Sales & Marketing Manager

Developed activity packages for purchase by convention and wholesale tour guests. Creation and sales of large wedding package market in Lake Tahoe with extremely successful results. Negotiated wholesale pricing, services and billing procedures with all local hotel package vendors. Maintained local community relations and resolved customer complaints as required. Directly responsible for reservations staff. Trained them in over the phone sales and how to overcome pricing objections. Handled contract negotiations between large tour whole operators, such as: Virgin Holidays, Heavenly Central Reservations, Fennel Promotions, and various other travel discount clubs. Oversaw hotel operations as requested by General Manager. Facilitated AAA property inspections and site inspection by prospective clientele.

1986-1991 **Budget Car & Truck Rental** **Reno, NV**

Marketing and Sale Representative 1990-1991

Assistant City Manager 1989-1990

Senior Station Manager 1988-1989

Suburban Operations Manager 1987-1988

Station Manager 1986-1987

Responsible for 4 rental operations, distribution of fleet, vendor negotiations and expense control, budgeting, inventory control, rentals, sales and employees development and incentive programs. Also responsible for outside sales for convention, local commercial and tour wholesale net rate programs.

1981-1986 **National Car Rental** **Reno, NV**

Station Manager 1983-1986

Rental Agent 1981-1983

Performed all Station Manager functions covering personnel, customer relations, budget control, inventories, rentals, and sales. Opened four rental agency locations in North Lake Tahoe, South Lake Tahoe, Carson City and Fallon N.A.S. Solicited rental referral business concierge, hotel bellmen staff, and tour wholesale businesses. Trained, scheduled, motivated and supervised rental agent staff. Entertain used car sales customers and facilitate sales through price negotiation, acquiring application information and delivery of final documents.

Seminars/Courses: Basic Operations & Revenue Management Training, Chicago, IL

Personnel Supervision, San Francisco, CA

Focused Interviewing, Oakland, CA

Convention and Tour Sales, Las Vegas, NV

Systematic Selling Dialogue, Chicago, IL

Khoury Consulting Sales Training, Reno, NV

Attended Truckee Meadows Community College from 1979 to 1981

References I reported at my positions:

Steve Hibler, Regional Director, Advantage Rent a Car

480-227-2853

Rorie Becka, General Manager, Dollar Thrifty Automotive Group

602-567-9710

Robert Walker, President, Advantage Rent a Car