GREGORY LAWSON

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SUMMARY

Director of front office with 13 years in full-service hotels, now leading a 60-person team at a 1,000-room Chicago convention hotel. Owns front desk, PBX, concierge, bell and valet results, labor budgeting for $4.6M in wages and the upselling program, with the financial acumen to tie forecasting and staffing to occupancy.

SKILLS

- Front Office Operations
- Financial Acumen
- Labor Budgeting
- Forecasting
- Upselling
- Property Management Systems
- Excel
- Microsoft Office
- Leadership
- Interpersonal Skills

CERTIFICATES

Certified Rooms Division Executive (CRDE)

American Hotel & Lodging Educational Institute
09/2019

EXPERIENCE

Director of Front Office

Wabash Grand Hotel • Chicago, IL • 02/2021 - Present

Convention hotel with 1,000 rooms and 120,000 square feet of meeting space.

- Direct **60** employees across front desk, PBX, concierge, bell and valet through 4 managers.
- Manage a $4.6M labor budget, holding cost per occupied room flat for 3 years as wages rose 12%.
- Grew front office upsell revenue from $380K to $1.1M a year with a tiered upgrade incentive.
- Partner with sales and events on 250 group arrivals a year, keeping peak check-in waits under 8 minutes.

Front Office Manager

River North Plaza Hotel • Chicago, IL • 04/2017 - 01/2021

Full-service hotel with 540 rooms.

- Managed a 30-person front office and raised check-in satisfaction from 79 to 87.
- Built arrival forecasts in Excel that matched staffing to demand, saving 2,400 labor hours a year.
- Introduced a kiosk check-in pilot that 28% of guests chose in its first year.

Assistant Front Office Manager

Oak Brook Corporate Hotel • Oak Brook, IL • 06/2013 - 03/2017

Suburban business hotel with 350 rooms.

- Oversaw daily front office operations and night audit for 350 rooms in the property management systems.
- Trained 25 agents on cash handling, upselling and service recovery.
- Reduced folio errors 45% by revising the end-of-shift checklist.

EDUCATION

Bachelor of Science

Purdue University • West Lafayette, IN • 05/2013

Hospitality and Tourism Management