

ARLENE RAMIREZ

Professional Experience

June 2011 – Present ADR Hospitality Consulting
The Woodlands, TX

Principal

Hospitality Consulting Business providing the following services:

- Analysis—Comprehensive evaluations for businesses from an operational and financial perspective in order to optimize all resources (staffing, operating costs, systems and assets). Objective is to improve client's profitability.
- Strategic Planning—Develop pro forma financials for new or existing projects, assist with preparation of loan packages or offerings, preparation or development of operating budgets and forecasting methods.
- Asset Management—Review of financial condition of business and setting operating metrics to improve performance. Work with ownership or third parties to agree on financial results and implement practices to achieve them.
- Training and Executive Coaching—Develop financial and non-financial training programs to meet client needs. Provide private coaching for individuals in need of improved financial acumen.

2005— Present University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management
Houston, TX

Lecturer

- Instructor for several accounting courses in the Hotel and Restaurant Management curriculum.
- Instructor for several continuing education programs for major hospitality associations.
- Faculty Advisor Student Chapter of Hospitality Financial and Technology Professionals (HFTP).

May 2010 – December 2011 The Club at Carlton Woods
The Woodlands, TX

Controller

- Responsible for all the financial operations of a private luxury country club with revenues of over \$10 million. Operations include two golf courses, two clubhouses with food and beverage and retail all located in two separate gated communities.

1994–2006 Benchmark Hospitality The Woodlands, TX

Director Corporate Finance (1998 – 2006)

- Responsible for all corporate accounting functions of hotel management company, including the supervision of staff, and coordination of external audits.
- Reviewed financial performance of all managed properties, including annual on-site financial reviews, annual budget reviews, and Operational Audits (internal control audits).
- Instituted cost control programs and new business initiatives.
- Developed and supervised centralized accounting functions of select managed properties.
- Worked with Chief Development Officer and outside developers on all development projects.
- Managed self-insured company insurance plan.
- Instituted career development program for all controller positions within the company.
- Selected implemented and developed technology for use at corporate office and managed properties.

Operations Analyst (1994 – 1998)

- Provided analysis of property performance for executive management.
- Performed annual operational (internal) audits on site.
- Served as interim controller for properties in transition or during management turnover.
- Installed and implemented accounting software and procedures during pre-opening and transitions of all domestic and international properties.

2000 - 2001 Four Seasons Houston Houston, TX

Director of Finance

- Responsible for all financial operations of 404-room hotel and luxury apartments.
- Involved in \$7 million dollar renovation project.

1990–1994 The Woodlands Exec. Conf. Resort The Woodlands, TX

Assistant Controller

- Responsible for all financial operations of 387-room resort and country club. Including 8 F&B outlets, golf, spa and club memberships.

1989–1990 Marriott DFW Airport Hotel Irving, TX

Assistant Controller

- Responsible for all financial reporting and accounting functions of 491-room hotel, central laundry (for all Dallas Marriotts) and The Fossil Creek Golf Course in Fort Worth.
- Supervised staff of 9.
- Responsible for maintenance and operation of accounting computer systems.

1987–1989 Marriott Desert Springs Resort Palm Springs, Ca

Assistant Controller

- One of three assistants at 884-room resort, with 10 F&B outlets, spa, golf and large retail operations.
- Supervised accounts receivable, income audit, cash management.
- Responsible for daily/weekly labor reporting, financial statement preparation and budgeting.
- Responsible for maintenance and operation of accounting computer systems.

Education

- Masters in Business Administration (MBA) 1994--Sam Houston State University
- BBA Accounting 1987--University of Texas at Austin

Professional Certifications

- CHAE—Certified Hospitality Accounting Executive
- CHE—Certified Hospitality Educator

Professional Affiliations and Awards

- Hospitality Financial and Technology Professionals (www.hftp.org)
 - 2012/2015 Global Board of Directors
 - 2011/2013 Chair of Education Committee
 - 1999 - present Member of Editorial Committee
 - Past President of Greater Houston Chapter
 - Served on International Board of Directors 1998 - 2000
- National Society of Hispanic MBAs
- University of Texas Ex Students Association—Life Member
- Donald Greenway Teaching Excellence Award Recipient 2010

Languages

Read, write and speak Spanish fluently.