

Chad R. Olson

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Executive-level Hotel General Manager with a consistent history of delivering continuous improvement in profits, operations, process, cost, quality, and occupancy, even during times of downturned economy. Proven record of managing successful hotel transitions and managing relationships between management and unions. Adept at restoring failing hotels to financial health and profitability and in managing large-scale renovations.

Selected Achievements

- Consistently improved Revpar index levels and GOP performance:
 - ✓ Grew Revpar index in 2012 by 19.8%. (2012-13).
 - ✓ Achieved 99% of budget during an economic downturn and 97% of budget after change of ownership and management. (2007-2012).
- Achieved 98% of budgeted GOP, up from 58% and 60% in prior 3 years; raised STAR report statistics to 112.3% occupancy penetration; 100.1% ADR penetration; 112.4% RevPar penetration. (2007-2012) by restructuring management.
- Managed large budgets up to \$25M; directed up to 5,000 square feet of event space, and two food and beverage outlets plus retail space.

Professional Chronology

General Manager, Villa Florence, San Francisco CA 189-room Hotel

Feb 2012 to July 2015

- Managed \$25 million a year in annual revenues, including 2,000 square feet of event space, two food and beverage outlets (Kuletos' Italian Restaurant and Bar Norcini) and retail space.
- Stepped in to build and develop team after recent change in hotel ownership and management.
- Grew Revpar index 19.8% in 2012, and an average of 14% in 2013 and 2014.
- Facilitated a \$9.5 million guest room renovation.
- Task Force GM from December 2014 to March 2015 for newly acquired Heathman Hotel (ranked among the Top 500 Hotels in the World and Top 50 in the U. S. by Travel & Leisure Magazine).

General Manager, Joie de Vivre Hospitality Hotels

2005 to Feb 2012

Adagio, Harvest Inn, and Commodore. Joie de Vivre was the 2010 Customer Satisfaction Winner for Upper Upscale Hotels by Market Metrix Hospitality Index.

Overall Achievements

- Frequently placed in the top 5% of the company for bi-annual Quality Assurance LRA inspections.
- Improved profitability and occupancy rates for several struggling hotels.
 - ✓ Consistently realized profitable and budgeted GOP's including highlighted achievements of 99% of budget during an economic downturn and 97% after ownership and management change.
 - ✓ Consistently improved Revpar index levels and GOP performance.
- Managed daily operation of Human Resources, Property Maintenance, Accounting, Sales and Catering, Revenue Management, and Food and Beverage. Supervised up to 225 employees and managers.

Hotel Adagio, San Francisco CA 171-room Hotel

Feb 2007 to Feb 2012

- Implemented cost reduction platform in 2009 to survive the economic downturn and rebound to a GOP of 99% of budget in 2010. Rebuilt sales team with full service focus on sales to maximize outlet revenues. Moved hotel toward near record performing Revpar index levels in 2010.
- Managed \$9.5 million in annual revenues and 5,000 square feet of event space.
- Orchestrated the successful takeover, renovations and operations of Bar Adagio, the 150-seat restaurant and lounge, in August 2008. Concept and operations became a model in the company.
- Continuously placed in the top 5% of the company for the bi-annual Quality Assurance LRA inspections; consistently scored above Joie de Vivre benchmark on annual work climate survey.
- Assisted the Ownership team in the sale of the property in June 2011.
- Transitioned the hotel between management companies.

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Harvest Inn, St. Helena, CA

Nov 2006 to Feb 2007

74-room, Four Diamond Rated Hotel

- Managed the transition of the luxury resort to the new General Manager over a 90-day period.

Commodore Hotel, San Francisco CA

Jan 2005 to Nov 2006

110-Room Hotel

- Restructured and implemented new yield management strategies to bring an under-performing hotel into the top 5 among Joie de Vivre's 27 hotels.
 - ✓ Achieved 61% GOP YTD or 98% of budgeted GOP, an increase from 60% in 2004 and 58% in 2003.
 - ✓ STAR report statistics include: 112.3% occupancy penetration; 100.1% ADR penetration; 112.4% RevPar penetration.
- Member of team that guided transition of hotel to student housing for the San Francisco Academy of Art in November 2006.

General Manager, Comfort Inn by the Bay, San Francisco CA

Jun 2002 to Dec 2004

138-room Hotel

- Achieved a 46% GOP in 2002 and 36% GOP in 2003 and 2004, equivalent to 98% of budgeted GOP.
- Maintained a 111% occupancy penetration, 100% ADR penetration and 111% RevPar penetration in 2005 on the STAR Report competitive set by implementing diligent yield management practices.
- Increased guest "intent to return" score from 88% to 96%.
- Brought 17 hotels together to form the San Francisco Hotel Association. The association facilitated collective bargaining with the various hospitality unions, and improved working relationships between management and the three staff unions.

Lafayette Park Hotel & Spa, Lafayette CA**140-room, Five Star-Diamond Rated Hotel**

1990 to 2002

Progressively promoted through various positions from Accounting Manager, Guest Services Manager and ultimately to Rooms Division Manager. Selected achievements:

- Managed two restaurant remodels, guestroom remodels, computer conversion, office remodels, addition of lobby fireplace, and ground-up construction of the European style Spa.
- Analyzed statistics and trends for General Manager and implemented remedial actions. Created direct sales and marketing promotions.
- Managed Property Yield Management systems and procedures. Established policies and guidelines and monitored compliance. Surveyed and conducted daily property and room inspections, and identified areas requiring improvement. Supervised all Rooms Division areas and coordinated employee training.

Professional Organizations

Board of Directors, Hospitality and Restaurant Foundation (HARF), San Francisco CA	2013 to Present
Board of Directors, Art for Life, Clayton CA	2004 to Present
Member/Alumni, Contra Costa County Leadership Program, Walnut Creek CA	2001 to Present

Education/Certifications

Diablo Valley College, Concord CA

Certification, Hotel Management, 1996

CHAD OLSON
General Manager
Costa d'Este Beach Resort & Spa

Chad Olson brings nearly 26 years of experience and expertise in the hospitality industry to his current position as general manager of Costa d'Este Beach Resort & Spa in Vero Beach, Florida as well as Cardozo Hotel in South Beach, Miami, FL, both properties owned by international superstars Gloria and Emilio Estefan. Chad Olson was previously general manager for Villa Florence, a luxury property located in the heart of San Francisco, California. He served in the same position prior to this for Jolie de Vivre Hospitality Hotels, including at the Hotel Adagio of San Francisco, the Harvest Inn of St. Helena, California, and the Commodore Hotel, also located in San Francisco.

Olson began his career in the hotel arena at the Lafayette Park Hotel & Spa where he started as a guest services manager and worked his way up the ranks to become the rooms division manager there. After eight years at this hotel, Olson took a position across the bay as general manager of the Comfort Inn by the Bay in San Francisco. In addition to a successful two-year tenure in this capacity, he also brought 17 hotels together to form the San Francisco Hotel Association. The association facilitated collective bargaining with the various hospitality unions; improved working relationships between management and the three staff unions.

Chad Olson currently sits on the board for Indian River County Chamber of Commerce. He also sits on the Board of Directors at the Art for Life Foundation, a charitable organization that supplies artistic experiences to young children that reside in a hospital environment.

He has served on the Board of Directors at Diablo Valley College Hotel and Restaurant Management Advisory, Hospitality and Restaurant Foundation and Contra Costa County Leadership Program. He attended Diablo Valley College of Concord, California, where he earned his Hotel Management Certification