

Robert J. Thompson, Ph.D. Candidate

Curriculum Vitae



Educator / Training Content Developer & Presenter

- Seasoned hospitality industry executive with over 39 years of experience
 - Adjunct professor for California State – East Bay, and Univ. of Southern Miss
 - Specialized in creating and presenting award winning training seminars
 - Proficient in on-site and remote operational overviews and marketing support
 - Natural ability to nurture a strong rapport with diverse racial and ethnic groups
 - Technology skills: Blackboard 9.1, Hyperion Planning, MS Office, and Oracle R12
 - Plan, design, and produce successful events from conception to completion
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Core Competencies

Professional • Organized • Dedicated • Leader • Adept Teaching on Campus or Online
Natural Communicator • Sustained Ability to Work with Limited Supervision

Academia

California State University – East Bay

August 2011 – present

Adjunct Professor

HOS 1100 – Introduction to Hospitality and Leisure (*online – Blackboard*)

The University of Southern Mississippi

January 2011 – present

Adjunct Professor

TM 368: Hotel Operations Management (*on campus*)

TM 442: Strategic Hospitality Sales Leadership (*on campus*)

Publications

Thompson, R. (2014). Averting an Apathetic Mindset to Forge Employee Engagement within the Hospitality Workforce: An Investigation of Hospitality Firms Selected to the Fortune Magazines 100 Best Companies to Work For in 2013 through Website Analysis. 21st Annual AHRD International Conference in the Americas. Houston, TX, February 20, 2014

Annulis, H., Higgins, G., McDonald, J., Richie, J., Stout, B., **Thompson, R.**, & Washington, S. (2012). Change Leaders Reflections of Hurricane Katrina: A Qualitative Review. 12th Annual International Conference on Knowledge, Culture and Change, Chicago, IL, July 6, 2012.

Flaherty, J., & **Thompson, R.** (2009). Confronting apathy to forge motivation within the hospitality workforce: A preliminary investigation. 5th Annual Graduate Student Research Symposium, Travel and Tourism Research Association (Canada Chapter), Guelph, ON, October 14, 2009.

Presentations

Thompson, R. (2015). Forging employee engagement within the hospitality workplace: An investigation of the work environment characteristics and their influences on front-line workforces in limited and full-service hotel properties. Presented at the 2015 Annual Graduate Student Research Symposium. The University of Southern Mississippi. Hattiesburg, MS.

Thompson, R. (2014). Averting an Apathetic Mindset to Forge Employee Engagement within the Hospitality Workforce: An Investigation of Hospitality Firms Selected to the Fortune Magazine's 100 Best Companies to Work For in 2013 through Website Analysis. Presented at the AHRD International Conference. Houston, TX.

Thompson, R. (2010). The perception of value and the importance of packaging in today's tough economic climate. Key Note presentation at the University of Arkansas and Fayetteville CVB Hospitality Summit, Fayetteville, AR.

Thompson, R. (2009). Confronting apathy to forge motivation within the hospitality workforce: A preliminary investigation. Presented at the 5th Annual Graduate Student Research Symposium. Travel and Tourism Research Association (Canada Chapter). Guelph, ON

Education

Ph.D. Candidate – Human Capital Development (2015)
University of Southern Mississippi – Hattiesburg, MS

M.B.A. – Hospitality & Tourism (2009)
University of Guelph – Guelph, Ontario

B.F.A. – Business Administration Minor (1982)
University of Southern Mississippi – Hattiesburg, MS

Certifications

C.H.A. – Certified Hotel Administrator (1998 – Present)
Educational Institute of the AH&LA, East Lansing, MI

T.M.P. – Tourism Marketing Professional (2006)
Southeast Tourism Society, North GA College and State University, Dahlonega, GA

Industry Experience

Wyndham Worldwide, Inc.

Hotel Marketing Services

Director, Regional Marketing

2000 – 2015

Region #4 (AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, VA)

- Creator and presenter of consistent award winning training seminars:
 - **National Conferences:** Days Inn ('97-04), Travelodge ('03)
Targeted Marketing – Award winning (Days Inn)
Up-selling-Front Desk Sales – Award winning (Travelodge)

- **Regional Co-op Meetings (Key Note Speaker/trainer)**
 - **Days Inn Great Western Roundtable – '05, '08**
(Las Vegas)
Harnessing the Marketing Capabilities of the Internet
 - **Days Inn Regional Summits – '04**
(Dallas, Ft. Lauderdale, Memphis, Washington DC)
The Impact of Third Party Web Sites
 - **Travelodge Regional Meetings – '03**
(Atlanta, Los Angeles, Minneapolis, San Antonio, San Francisco, Seattle)
Targeted Marketing
 - **Days Inn and Villager Regional Meetings– '02**
(Atlanta, Biloxi, New Orleans, Orlando, Washington DC)
The Internet as a marketing tool, Up-selling-Front Desk Sales
- **University Lectures:**
 - 10/08 – **University of Arkansas**
Careers in the Hospitality Industry, Event Marketing
 - 11/07 – **University of Arkansas**
Targeted Marketing
 - 4/07, 3/06 – **University of Southern Mississippi**
Targeted Marketing, Hospitality Marketing
- Identified, negotiated and purchased targeted & diversity advertising campaigns via print, media, GDS, Internet, and radio in each state to maximize revenue for member properties as well as create optimum exposure for the Days Inn brand.
- Coordinated and conducted quarterly regional co-op meetings in a 13 state area, presenting targeted training seminars and operational support.
- Devised and adhered to marketing plan and \$500K budget for south region.
(1/3 of the corporate regional marketing \$2.1M departmental budget)
- Responsible for monthly reforecast of \$2.1M departmental budget.
- Served as Wyndham representative at AAHOA (Asian American Hotel Owners Association) Regional Meetings Travel South USA (Tour Operators) showcase, STS (Southeast Tourism Society) meetings, TTRA (Travel & Tourism Research Association) conferences, TRN [Military Reunion Network] tradeshow.

Director, Field Marketing

1998 – 2000

SHARP (Special Hotel Analysis Review Program)

- Consulting responsibilities for the marketing operations of 475+ properties in 11 states
- Averaged revenue increase per post visit of 9.3% over the previous 12 months
- Conducted on-site property visits to evaluate the marketplace, conduct a competition analysis, establish the feeder markets, review and design site specific sales and marketing collateral, enhance the CRS contribution, establish pricing strategies, implement a sales & marketing plan with action steps and maintain post visit follow-up.
- Placed sales calls and marketing visits to area CVBs, Chambers of Commerce and Economic Development offices.
- Designed and conduct PowerPoint sales & marketing presentations for conferences, summits and alliance training seminars.
- Established comprehensive SHARP resources training manuals, departmental checklist and evaluation forms, conference/summits/alliance materials and handouts.

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- Developed and maintained SHARP.doc files in the shared directory of support database files and post-property visit statistical Excel spreadsheet.

Manager of Field Marketing and Operational Support 1996 – 1998

MAP (Marketing and Performance) Program

- Conducted on-site property visits in the states of Georgia, North and South Carolina to evaluate the overall performance of the property.
- Reviewed and evaluated operational issues, PMS rates & inventory, Internet pages, and the overall sales and marketing efforts of the property.
- Addressed all QA issues and presented options for reducing point deductions and increasing the over-all quality assurance score.
- Prepared detailed property analysis reports for follow up and further communication by Franchise Services.

Quality Assurance Trainer, and Q.A. Re-Inspector 1995 – 1996

All brands

- Scheduled and conducted on-site QA property evaluations of Ramada, Days Inn, Howard Johnson, Park Inn, Knights Inn, Villager brands.
- Conducted routine, initial, de-identification and re-inspection evaluations.
- Developed and conducted quality assurance training seminars at Regional Days Inn co-op meetings.

Hotel Management Group, Inc. – Dallas, TX 1993 - 1995

General Manager – Days Inn (*Chairman's Award for Quality*) Pass Christian, MS

Rabex Resorts / Gulf Hills Resort & Country Club – MS Gulf Coast 1990 - 1993

General Manager / Director of Development

Royal d'Iberville Hotel – Biloxi, MS 1988 - 1990

Front Office Manager

Europa Cruise Lines, Ltd. – Biloxi, MS 1988 - 1988

Cruise Director

Le Parc Hotel – Los Angeles, CA 1987 - 1988

Front Office Manager

Beverly Pavilion Hotel – Beverly Hills, CA 1987 - 1987

Assistant Manager

Circus Circus Hotel & Casino – Las Vegas, NV 1983 - 1987

Night Auditor, Front Desk Clerk, F&B Control, F&B Audit, Gaming Soft Count

Honors

Phi Kappa Phi Honor Society

Golden Key International Honour Society

Who's Who Among Students in American Universities and Colleges

Advisory Board – University of Arkansas' Hospitality and Tourism

Advisory Board – University of Southern Mississippi Casino, Hospitality and Tourism

Ambassador Award 2009 – Travel South USA

Outstanding Service Award 2008 – University of Arkansas Hospitality and Tourism