

VINCE PARROTTA

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Profile

Senior hospitality executive with extensive experience in luxury hotel management, strategic planning, business growth, and stakeholder relationship building.

Experience

OMNI HOTELS & RESORTS

CHIEF OPERATING OFFICER | SEPTEMBER 2023 – DECEMBER 2024

Responsible for all hotel operations and hotel brand elements.

- Formed Corporate Oversight Teams led by Senior Vice Presidents to oversee hotel performance. Each team was resourced with Sales, Finance, Revenue Management, and Human Resources Corporate roles. The three teams worked with their regions to improve and manage hotel performance, product, and overall return.
- Added regional roles in Rooms Division, and Food and Beverage. The Area Directors of Rooms and Food and Beverage were property roles and assisted the Senior Vice President. In Food and Beverage, six roles were added to represent Kitchen Management, and three roles were added in Rooms Division. Three area roles were added to assist the three Senior Vice President teams with oversight of the Hotels.
- Led operations in developing a Succession Plan Model for Senior Corporate positions as well as on-property Executive talent. The organization lacked a cohesive Succession Plan Model.
- Formed a Brand Standards Committee to standardize brand elements in the Operating Hotels. Standards addressed were a new line of Bathroom Amenities, new Pillow Standards, new Duvet Standards, new Suite Coffee Makers, new Regular Room Coffee Makers, and new in-room Refrigerators. The Brand Standards Committee continues to define all elements of the Guest Room Product. Brand Standard Refinement was a priority.
- Medallia Service Scores for 2024, both for GES, and Overall Experience, were the highest since 2017. The Annual Employee Survey results in Operations, which includes the Operating Hotels, were the highest for the Brand overall and positioned OMNI in the top percentile of all brands.
- Budget achievement of 95% of Gross Operating Profit is a great result considering the market conditions of 2024, as well as the Cyber Attack, which had a big impact on financial performance. JD Power ranked OMNI at number two with a 749 index score for Wave One in 2025 study, highest in the history of the Brand.

FOUR SEASONS HOTEL & RESORTS

PRESIDENT HOTEL OPERATIONS, AMERICAS | AUGUST 2016 – AUGUST 2023

In partnership with President of Hotel Operations for Americas East region, oversaw all operational elements of 56 properties across the Americas with revenues of more than \$3.2B. Scope included full responsibility of senior management selection, budget approvals, implementation of corporate strategic plans and capital plans, owner relations, and new property development.

- Established strategic priorities for the Americas region and designed policies to improve operations, productivity, and performance.
- Instrumental in growing the Americas portfolio of properties from 46 in 2016 to 56 in 2023, with an additional 10+ properties in development stage.

- Collaborated with cross-functional regional leadership to deliver integrated oversight on all operational matters related to Development, Design & Construction, Pre-Opening, Operating Properties and Corporate Operations. Reviewed and approved budget forecasts and performance targets, goal attainment plans, and business plans.
- Led global strategy implementation and program management for corporate initiatives alongside cross-functional global leadership. Ensured operational standards, best-practices, and program compliance was met across the region.
- Proactively engaged with owners and stakeholders to improve performance and prevent potential issues through productive conflict resolution.
- Succession planning for regional senior leadership roles and on-property Planning Committee leadership positions.
- Led crisis response team to resolve and mitigate risk in crisis situations.

FOUR SEASONS RESORT SCOTTSDALE REGIONAL VICE PRESIDENT AND GENERAL MANAGER | 2009 – 2016

210 Guest Rooms, 90 Residences | Forbes Four Star | AAA Five Diamond

As Regional Vice President, leveraged expertise in operations to coach and mentor General Managers in an assigned portfolio of properties, while also maintaining General Manager oversight of home property.

- Supported development plans and provided coaching for General Managers.
- Assisted with the hiring of all on-property Planning Committee leadership positions.
- Responsible for conflict resolution and escalation of operational challenges. Liaison to ownership groups as required.
- Visited assigned properties twice per year and additionally as needed to assess operations and support the property leadership teams.
- Supported properties with annual budgets and goal attainment plans in order to achieve performance targets. Developed action plans to close performance gaps when identified.
- Oversaw and supported the pre-opening operational, and onboarding process for new properties. Led the execution of pre-opening activities including budgets, onboarding of Planning Committee, and operational readiness. Throughout tenure as RVP, oversaw 30 different properties.
- Responsible for all operational aspects of Four Seasons Resort Scottsdale, with 210 guest rooms, 90 residences, multiple restaurants, Spa, tennis, and golf course.
- Full re-positioning of the resort including rooms, food & beverage concepts, and banquets, improving NOI from a loss of (\$500K) in 2009 to \$13.5M in 2016.

FOUR SEASONS RESORT JACKSON HOLE GENERAL MANAGER | 2007 – 2009

124 Guest Rooms, 31 Residences | Forbes Five Star (first Four Seasons ski resort to achieve award)

Management of all aspects of the day-to-day resort operation, health and safety of guests and employees, and strategic growth and profitability of the business.

- Created and executed comprehensive operating profit plans, marketing plans, capital expenditure plans and annual budgets.
- Directly hired, mentored, and coached Planning Committee leadership. Indirectly responsible for management and non-management personnel. Led career development and succession planning efforts.
- Fully re-positioned resort. Implemented successful condo rental program with five different HOAs, which continues to flourish with strong top line revenues and profitability. Implemented Mountain Club to offer membership option for resort amenities.

**FOUR SEASONS RESORT AVIARA
RESORT MANAGER | 2005 – 2007**

335 Guest Rooms and Residence Club with 246 Residential Rentals in North San Diego

**FOUR SEASONS HOTEL LAS VEGAS
HOTEL MANAGER | 2002 – 2005**

424 Guest Rooms

**FOUR SEASONS HOTEL CHICAGO
DIRECTOR OF ROOMS | 1999 – 2002**

345 Guest Rooms

**WESTIN HOTELS & RESORTS
DIRECTOR OF HOTEL OPERATIONS | 1996 – 1999
VARIOUS DEPARTMENT HEAD POSITIONS | 1984 - 1996**

Skills & Abilities

- Hospitality Management
- Operational Expertise
- Owner Relationship Management
- Crisis Management
- Interpersonal Communications
- Pre-Openings and Development
- People Development & Coaching
- Succession Planning
- Budget and Forecasting
- Emotional Intelligence

HOSPITALITY MANAGEMENT | CANADORE COLLEGE | 1985

North Bay, Canada