



## Position Role Profile

<b>Position Title</b>	Sr. Director, eDistribution Strategic Partnership
<b>Position Job Band</b>	SM
<b>Department</b>	Marketing
<b>Location</b>	Parsippany NJ
<b>Managers Title</b>	SVP, Electronic Distribution
<b>Prepared By</b>	Linda Kent
<b>Date Prepared</b>	March 11, 2011

### Summary

The Sr. Director of eDistribution Strategic Partnerships will mine out global opportunities with the OTA, GDS and Meta Search partners. Develop a prioritized strategic plan, and work with the team who will operationalize these initiatives. Key areas of strategic focus will be in increasing incremental eDistribution opportunities, optimizing the OTA package & opaque paths, contracting with new and existing partners, and focusing on improvements to WHGs connectivity in these channels, including Direct Connections. A key focus will be developing new distribution models that provide WHG competitive advantage and reduce distribution costs for WHG and our customers.

This position will also be responsible for producing and analyzing the metrics required to understand performance in these channels in these regions and assisting in prioritizing work flow to optimize revenue generation from the broader teams' efforts. Another key component will be to understand gaps in our distribution opportunities and develop solutions with either internal or 3<sup>rd</sup> party solutions.

The individual must stay abreast of industry trends and partner initiatives to capitalize on new revenue opportunities. This individual will work closely with the Directors who manage these channel relationships and work with them to find every opportunity to create new and innovative ways to take advantage of the benefits of their assigned online accounts. The Sr. Director must ensure their individual account strategies align with the overall company strategies to increase reservation contribution and provide optimal distribution opportunities to the franchisees..

### Responsibilities

#	Responsibility	Key Client	%
1	Initiate and implement new concepts to optimize revenues from eDistribution channels. Work closely with team members to develop strategic road map for these divisions and prioritize initiatives that will optimize revenue generation from these channels. Develop contract strategies with existing partners and optimize revenue generation and reduce distribution costs of new partners.	Franchisees & Brands	20%
2	Align with the team who operationally supports these channels. Define and prioritize the operational processes associated with distributing our properties effectively through eDistribution channels. Work closely with new openings team to reduce time to market through these channels.	Franchisees & Brands	25%

3	Develop training materials and courses to educate constituents (internal and external) to drive revenues through these channels. Work with key client groups to help key clients understand these channels to optimize their usage.	Franchisees & Brands	10%
4	Work with Hotel Internet Team, Sales Planning & Operations, and Brand Operations to develop and implement technology initiatives and optimize distribution of our properties for assigned accounts.	Franchisees & Brands	10%
5	Increase channel distribution by seeking out and implementing new distribution partners as appropriate.	Franchisees & Brands	10%
6	Stay abreast of industry trends by attending industry conferences and seeking out advanced distribution knowledge	Global Sales & Distribution	5%
7	Work closely with the Sales team to ensure optimization of these channels and ensure channel displacement is strategically addressed.	Global Sales & Distribution	10%
8	Develop metrics scorecard to assist senior management in understanding performance in these channels and ensure strategic initiatives are producing expected revenues.	Senior Management	10%

### **Complexity**

The Sr Director of eDistribution Strategic Partnerships has complete autonomy on a day-to-day basis to manage large strategic e-distribution initiatives. This position takes top line strategies and translates them into individual partner objectives to create a channel strategic plan that feeds into a departmental and corporate –wide strategic plan. The Sr. Director is responsible for technology planning, contract negotiations, and complete operational support for eDistribution channels. This position drives revenue impacting decisions on behalf of the brands by taking advantage of the appropriate divisional distribution opportunities for our properties. This requires interaction and collaboration with Hotel Internet Team, the brand operations leadership teams, and the divisional teams. The Sr. Director will produce and analyze metrics, provide escalation for account issues and coordinate operational processes.

### **Scope/Financial Responsibility**

This role is responsible to lead the efforts around the OTA, GDS and Meta Search channels feeding into the company’s overall global e-distribution and direct strategies and support the brands in optimization of their marketing initiatives. These activities are designed to increase central reservation contribution and overall gross room revenue. Success will be measured by achieving the internal service level agreement milestones, improving the performance through the central reservations systems and supporting the growth of global overall gross room revenue from these key channels. The Distribution channels this position strategically drives account for over \$512M in revenues annually.

### **Abilities/Key Competencies/Skills**

- Strong understanding of hotel e-distribution and channel management strategies
- Knowledge of e-distribution system functionality and connectivity preferred, GDS experience a plus
- Experience with online marketing and merchandising
- Strong relationship management and negotiation skills
- Strong interpersonal and communication skills, including presentation delivery
- Ability to create best practices without a previous template

- Basic understanding of statistics and report evaluation
- A self-starter with the ability to multi-task and prioritize high return opportunities
- Demonstrated ability to work under pressure
- Excellent written and oral communication skills
- Flexibility to travel as needed

**Experience/Certificates/Education**

- Bachelor's Degree in Business, Marketing or related field
- 5 years experience in travel industry distribution, experience with Online Travel Agencies preferred

**Organizational Relationships**

This position reports to the SVP, Electronic Distribution.

**Contact:**

Linda Kent, SVP, Electronic Distribution  
Wyndham Hotel Group  
[linda.kent@wyn.com](mailto:linda.kent@wyn.com)