

Erica Penley
Director of Distribution
Kimpton Hotels & Restaurants



1) Have you attended HEDNA Conferences and Committee Meetings?

- Yes

2) How long have you held your current position?

- 5 ½ years

3) What is the length of time you have spent in the hospitality industry/profession?

- 11 ½ years

4) Please highlight your employment Experience, particularly as it relates to hotel distribution and provide a biographical sketch of your professional career.

- I began my career as a voice agent for Kimpton Hotels (call center run by Outrigger Hotels in Denver) and soon moved in the database department after encouragement from my mom who was familiar with the GDS systems and “just knew I would love it”. After 2 years with Outrigger, I moved to New Orleans and opened the Hotel Monaco as the Reservations Manager. I spent just under 2 years in New Orleans and moved back to Denver to do distribution management for Kimpton Hotels. In February 2006, I was promoted to the Director of Distribution for Kimpton.

5) Please highlight your professional achievements.

- Successful roll out of VFM Interactive virtual tours and stills at ½ of Kimpton Hotels and full distribution via Vescape for all Kimpton Hotels
- Instrumental in the roll out of the floating BAR structure for Kimpton Hotels
- Successful implementation of a Direct Connect with Expedia
- Reorganized the reservations and distribution department at all Kimpton Hotels to be podded and more distribution focused
- Seamless transition of 12 hotels from other chains to Kimpton Hotels
- Instrumental in coordination of all aspects of distribution for 25 new or transition hotels.
- Project manager in a seamless transition from the Pegasus CRS to the Sabre CRS (Synxis) in early 2010

6) Have you contributed to any other organizations/groups?

- Habitat for Humanity
- Food Bank of the Rockies
- Sarcoma Alliance
- Denver Adult Down Syndrome Clinic (DADSC)

7) Do you have memberships in professional bodies, other than HEDNA?

- HSMAI Member

8) Please detail what you believe to be HEDNA’s priorities and potential issues and provide ideas on how to address them.

- ½ Day Conferences – having some city “HEDNA Ambassadors” to help organize more ½ day conferences or lunches for those involved in the organization or would like to see what HEDNA is all about in some of the big cities
- Cost Effective Conferences – for the 2 major conferences a year, the locations and the hotel costs (including internet costs) need to be more cost effective, especially in these economic times.

9) Highlight any additional leadership experience that would add to your contribution to HEDNA’s Board of Directors

- I am a trainer of distribution and reservation services

- Organization is one of my stronger leadership skills
- I love a challenge and looking for the answers!