

Harvey C. Cannova

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Professional Summary:

A successful hospitality industry executive with extensive experience in the hotel industry, with significant emphasis on central reservations and related activities. Proven track record implementing difficult projects with minimal or no disruption to the integrity of on-going operations. Results oriented with a broad background including but not limited to:

- Operational Management
- Strategic Marketing Planning
- System and Network Custodianship
- Lost Business/Contribution Analysis
- Yield/Revenue Enhancement
- Pricing/Rate Structure Development
- Professional Consulting Services
- RFP Creation/Response
- Global Distribution Systems
- Database Design/Management
- Online Reservations Processing
- Business Plan Development

Professional Experience:

Global Hospitality Group, Fiskdale, MA (2001–2002)

Vice President, Operations

Responsible for increasing revenue for the company's Core Rental Business. Responsibilities included recruiting new properties into company distribution channels, auditing properties to assure proper placement and competitive positioning on company distribution channels and marketing the properties over the various Internet and GDS distribution channels operated by the company on behalf of the resorts. Property contract mix was split between traditional hotels and timeshare resorts in high demand destinations. Distribution channels were secured via third party outsource contracts. My direct efforts resulted in a revenue increase of 500% over previous achieved revenue levels.

WorldRes.com, San Mateo, CA (1999-2001)

Call Centers Manager

Responsible for all call center relationships for the company. Although an Internet company, it was recognized early on there was demand for and profit potential in establishing call center relationships. Responsibilities included management of an outsource call center provider for "turn key" clients and management of all relationships for application "enabled" existing call center sites. Existing sites were DMO clients with call centers in place or existing outsource relationships. Relationships were generally those of a revenue share environment where both parties had a vested revenue interest in the success of the project. Managed in excess of 20 of these types of call center contractual and service relationships.

HRM Consulting, Scituate, MA (1997- 1999)

Principal/Owner

Opened own consulting company specializing in all aspects of hospitality revenue management, specifically, as pertaining to the central reservations discipline and related activities. Additionally, created and maintained strong business development relationships with professional providers of key web based services delivered online via the Internet.

Lexington Services Corporation, Irving, TX (1996-1997)

Vice President, Operations

Responsible for all operations and related activities specifically as they related to revenue generation and customer satisfaction. Carried multiple department management responsibilities for Membership Services, Database Administration, Voice Reservations, Marketing, Training and Customer Service/Support. Provided leadership and direction in a fast paced, rapid growth environment.

Self Employed, Boston, MA (1994-1995); Atlanta, GA (1995-1996)

Consultant, Hospitality Reservations

Worked as an independent hospitality industry consultant in reservations and related activities on several diverse assignments, including a longer term consulting relationship with the Atlanta Committee for the Olympic Games.

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Doubletree Hotels Corporation/Guest Quarters Suite Hotels, Boston, MA (1990-1994), Washington DC (1988-1990)
Vice President, Central Reservations

Responsible for all reservations and related activities specific to enhanced revenue generation inclusive of the central reservations office, hotel reservations offices and automated global distribution and reservation systems.

Guest Quarters Suite Hotels, Washington, DC (1987-1988)
Director, Central Reservations

Planned and directed transition from manual to fully automated central reservations office concurrent with successfully operating the facility.

Westin Hotels and Resorts, Seattle, WA (1980-1987)
Manager, Reservations Systems

Responsible for total reservations system, including processes and procedures, software, global network, hardware, multiple central reservations operations, yield enhancement, sales training, global distribution and user technical support liaison.

Westin Hotels and Resorts, Omaha, NE (1976-1980)
Manager, Central Reservations

Total responsibility for central reservations office, system, network, hardware, lodging property technical and operations support.

Westin Hotels and Resorts/Cosmopolitan Hotel, Denver, CO (1969-1976)

Promoted to increasingly responsible positions from Management Trainee to Rooms Division Director.

Education:

University of Colorado, Boulder, CO, **Curriculum:** Core Business Administration, **Emphasis:** Marketing

Company sponsored courses: Wine Education Course, Management Seminar, Rooms Conferences, Food and Beverage Conferences, Personnel Conferences, Reservations Seminars and Conferences, AH&MA Financial Management Course, Dale Carnegie Course on Effective Speaking and Human Relations.

Professional Associations:

American Management Association (AMA)
International Association of Hotel Reservation Executives (IAHRE)
International Association of Reservation Executives (IARE)
International Association of Hospitality Accounts (IAHA)
Hospitality Financial and Technology Professionals (HFTP)
Call Center Network Group (CCNG)
Hospitality Sales and Marketing Association International (HSMIAI)
Travel Agents Computer Society (TACOS)
Hotel Electronic Distribution Network Association (HEDNA)
Toastmasters International

References:

These are available on request in a form suitable for e-mail transmission.