

# EUGENE SILVESTRI

Phoenix, AZ • eugenestilvestri@icloud.com • 843.458.0839 • LinkedIn

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## ~ HOSPITALITY GENERAL MANAGER ~

An exceptionally innovative, hands-on general manager with a record of success contributing to stellar reputations of popular hotels and resorts; skilled in enacting multi-million dollar renovations to raise the reputation and service of every property managed. Proficient in delivering immediate results, increasing staff member engagement, and quality service. Manage financial performance to achieve budgeted targets. Consistently provide annual increases in RevPAR and GOP. *Proven expertise in:*

- Strategic Planning
  - Financial Management
  - World Class Guest Relations
  - Market Position Increase
  - Cost & Inventory Control
  - Procedural Improvement
  - Analytical Skills
  - Marketing & Advertising
  - Staff Leadership and Training
  - HOA Board Experience
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## EDUCATION

### **Bachelor of Science, Hospitality Management Associate Hotel & Restaurant Management**

Johnson & Wales University, Providence, Rhode Island

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## PROFESSIONAL EXPERIENCE

### PEAK HOSPITALITY

#### **Consulting General Manager, JULY 2024 – Present**

*Responsibilities include Property Inspections, Acquisition and Transitions, Task Force and Onboarding functions.*

### TRAVEL+LEISURE, 2018 - JULY 2024

Club Wyndham Pagosa – Pagosa Springs, CO

#### **General Manager, 2018 to July 2024**

*Direct operations for vacation ownership resort with a \$17 million operating budget.*

Manage community-style resort with 475 units and 100 associates across 1800 acres. Complimented by 8 HOAs and a \$40 million resort renovation.

#### **Key Contributions:**

- Significantly increased yearly owner/guest experience scores.
- Reduced turnover scores.
- Improved board relations amongst 8 HOAs and fostered relationships with existing owners.
- Annual reduction of utilities through energy efficiencies.
- Earned RCI Silver Crown & Gold Crown in consecutive years.
- 2022, 2023 & 2024 Cornerstone Award Winner.
- Consistently delivered yearly operating surpluses to 8 operating budgets.
- Developed leadership bench strength for both internal and external company promotions.
- Community engagement included Habitat for Humanity land donation and build volunteers.

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Sea Trail Golf Resort and Conference Center – Sunset Beach, NC

**General Manager**, 2017 to 2018

*Direct operations for a resort with \$12 million in annual revenues.*

Manage 175+ associates in a resort with 200+ rental units, 3 championship golf courses, 3 F&B outlets, and 40,000 sq. ft. meeting space. Implemented a capital improvement plan of \$1.5M.

**Key Contributions:**

- Delivered a YOY RevPar and NOI increases through effective yielding, reorganization, and expense reductions.
- Increased Golf revenues by implementing a dynamic pricing structure.
- Lowered team member turnover and attracted better-quality applicants by improving recognition programs and benefits offered.
- Re-engineered F&B offerings and menus to drive more covers, delivering YOY revenue increases.
- Increased guest satisfaction as measured through in-house surveys and independent and social media sites.

HILTON WORLDWIDE, 1995 - 2017

Hilton Myrtle Beach Resort & Royale Palms Condominiums – Myrtle Beach, SC

**General Manager**, 2004 to 2017

*Direct operations for hotel and golf club with \$24 million in annual revenues \$5.6M in Food and Beverage revenues and \$2.5M Arcadian Shores Golf Club revenues annually.*

Manage 300+ associates in a 385-room Hotel and 276-unit condominium. Ensure a high level of quality service is provided for 40,000 sq. ft. functional space. Implementing capital improvement plan of \$15+M. Participated in developing and constructing a 30,000 sq. ft. conference center and 22,000 sq. ft. off-site laundry facilities. Involved in the construction and opening of Royale Palms Condominiums. Director on HOA board ensuring adequately funded reserves, budgeting HOA expenses, binding property insurance, and enforcing Master Deed and By-Laws.

Embassy Suites – St. Louis, MO

**General Manager**, 1998 – 2004

Embassy Suites – Piscataway, NJ

**General Manager**, 1995- 1998

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**PROFESSIONAL ASSOCIATIONS**

Member, American Resort Development Association

Certified Hotel Administrator and F&B Executive, AAHLA Educational Institute

Past Chairman & Board of Directors, Myrtle Beach Area Hotel/Motel Association

Past Board of Directors, South Carolina Restaurant & Lodging Association