



## Jodi Cross

### Education

Nova Southeastern University, Miami, FL. - Masters in Business Administration

St. Thomas University, Miami, FL. - Bachelor of Arts – Hotel Hospitality Management

Engineering the Law, State Legislative Lobbying - Lobbyist Class

### Industry Speaking

With more than 22 years of experience in marketing and brand development, I have conducted numerous strategic planning sessions and spoken to various groups on marketing, brand development, sales and revenue implementation in the US and Internationally.

### Recognition

- Member of the American Marketing Association

- Adjunct Professor at Palm Beach State College

- 2012 Quiet Storm Award recipient from the Women's Power Caucus

- Author of lifestyle column entitled Crosstalk

- Author of bylined articles that have appeared in Forbes Women, The Palm Beach Post, New Business Today, Enterprising Women, and Her Life

## About Me

I am a creative and accomplished high caliber business leader. I specialize in providing marketing solutions for re-positioning, transitioning or launching companies. Leveraging decades of business acumen, I create profit driven go-to-market strategies and integrated sales & marketing plans designed to improve performance and increase revenue. I have held a number of high-level positions in the hospitality field and have been able to marry my passion for travel and my desire to give back by launching a peer mentoring organization for women CEOs.

## Career Highlights

### **2014 | Co-Founder and Principal Son Hospitality Consulting**

Son Hospitality is a global consulting firm which provides consulting and project management services to the hospitality and travel industries and their suppliers. Services include:

- Strategic planning & leadership development
- Operational assessment & business development
- Product improvement planning and implementation
- Revenue management and technology systems solutions
- Market analysis, repositioning and identity creation

### **2013 | Cross Network Marketing, Inc.(CNMI)**

Founded in 1992, CNMI is a marketing consulting firm that provides strategic and creative resources to owners, operators and business stakeholders. CNMI provides a full range of profit maximization plans that improve performance and positioning for your asset. Services include:

- Strategic sales & revenue plans
- Identity and concept creation
- Market repositioning & launch strategy
- Project & on-call marketing support

### **2006 - 2013 | Sonesta Hotels, Resorts & Cruises, Corporate Director of Marketing**

- Developed and managed corporate marketing strategies and budgets for a \$300M portfolio of domestic and international hotels
- Created the vision and strategic branding initiatives of 33 hotels world-wide
- Led development of the brand identity and standards, key selling points and creative concepts
- Produced best practices and secured partnership opportunities to position the collection
- Oversaw corporate communication and established a marketing support structure for all Sonesta branded properties
- Conducted brand research, market analysis and focus group forums

## Additional Experience

I have worked for/on such brands as; The Biltmore Hotel, Doral Golf Resort & Spa, PGA National Resort, Trump International, Sonesta Hotel Collection, ES Suites and The Colony Resort. My primary areas of expertise include; strategic and tactical business plan development, creative idea generation, property positioning, SWOT and market analysis, and developing integrated sales and revenue strategies to enhance business performance.