

## Curriculum Vitae



### Edward M Walls, MPA

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### Summary of Expertise

Over 42 years of operating and consulting experience with independent resorts and major hotel brands. Among these are: Westin, Sheraton, Hilton, Marriott, Hilton, Preferred Hotels, Embassy Suites, Holiday Inn, Radisson and Doubletree.

Ed has a track record of outstanding strategic thinking and technical expertise and is a recognized leader in the hospitality industry. He brings a balanced approach to all phases of hotel operations, with a focus on boosting brand and real estate value for owners. He has expertise in all aspects of hotel and restaurant operations.

Areas of hotel and restaurant expertise include:

- Operating performance and analysis
- Financial performance analysis and support
- Litigation support
- Sales and marketing strategic planning
- Sales and event contract disputes
- Safety and security management and standards
- Disaster and emergency management
- Service delivery issues and resolution
- Pricing and revenue management

- Market segmentation analysis
- Digital/social media
- Reputation management
- Renovation guidance and management
- Hotel Opening /Transition Management
- Branding and rebranding
- Hotel market repositioning
- Capital budget management
- Expertise involving a broad spectrum of hospitality related issues
- Management and leadership assessment
- Service and quality assurance
- Associate engagement and retention strategies
- Facilities management and maintenance
- Labor, Cost, and Expense analysis and evaluation

### **Employment**

10/2022 to present    **WOODWORTH CORE GROUP, HOSPITALITY ADVISORY SERVICES**  
**Senior Vice President – Asset Management & Owner Relations**  
Leads Woodworth Core Group’s asset management practice from Atlanta Georgia and provides advisory services for operations management, financial analysis, sales and marketing, revenue management and property operations. Responsible for owner, franchise, and management company relationships.

2/2020 to 9/2022    **WALLS HOSPITALITY ADVISORS, LLC**  
**Founder and President,**  
Principal of this hospitality consulting company with the mission to maximize the client’s property value, profitability, and marketability through innovative yet proven strategies optimizing leadership quality, organizational structure, corporate culture and customers’ experience. The scope of services includes sales and marketing analysis and solutions, litigation support, asset management, owner advisory services, hotel operational and management solutions.

8/2018 to 10/2019    **CHATEAU ELAN WINERY AND RESORT**  
**General Manager**  
Responsible for overall operation of this iconic independent resort. Located 40 miles northeast of Atlanta, GA, the property boasts 8 restaurants and bars including a winery with wine tasting room, full service European style spa, 50,000 sq. ft. of meeting space, 45 holes of golf, and a Cliff Drysdale tennis center. In addition to the food and beverage facilities, Chateau Élan has a fully operational winery and vineyards that produce 26 different varietals and over 30,000 cases of wine per year. Room inventory totaling 395, includes 276 rooms at

the Chateau Inn, a 95-room Hampton Inn, 14 rooms at the spa and 10 two- and three-bedroom golf villas.

Accomplishments include:

- Oversight of a \$20 million renovation of all rooms at the Inn, public areas, winery, and restaurants
- Repositioned branding for the resort
- Refocused the marketing, public relations and sales efforts
- Implemented new financial controls
- Improved Associate satisfaction
- Maintained and improved guest satisfaction during a major renovation.

10/2014 to 7/2018 **HILTON HOTELS WORLDWIDE**

**General Manager, Diplomat Beach Resort, Hollywood, FL**

Responsible for overall operation of this 1000 room ocean front convention/resort with 210,000 sq. ft. of meeting space, ten restaurants and bars, marina, with pool and beach operations. Top chefs, Geoffrey Zakarian and Michael Schulson, headline two of the three award winning restaurants. Monkitaill, the hotel's contemporary "izakaya" offering, was voted the best hotel restaurant and best new restaurant in the US by USA Today.

Accomplishments include:

- Successfully transitioned resort from Starwood (Westin) to Hilton (Curio).
- Successful negotiation with the hotel and restaurant unions contract.
- Management of a \$100M renovation to include all guest rooms, lobby, restaurants, meeting space and public areas.
- Rebranding of the resort.
- Retooling the marketing and PR efforts to a lifestyle focused service and image.
- 13.1% Revenue growth in the last year.
- 23.8% profits growth in the last year.
- Successful handling of asset protection during two hurricanes and three tropical storms.

7/1996 to 10/2014 **STARWOOD HOTELS AND RESORTS**

10/2011- 10/2014 **Complex General Manager, Westin Diplomat Resort and Spa and the Diplomat Golf Resort and Spa, Hollywood, FL**

Responsible for the overall operation, sales, and financial success of this legendary getaway / resort / convention hotel in Hollywood, Florida; the resort is comprised of 1,000 deluxe guest rooms and suites, Multiple restaurants and bars and a 210,000 sq. ft. Convention Center. In addition, responsibilities included the direction of the operation of The Westin Diplomat Golf Resort & Spa in Hallandale, Florida, which featured 60 guest rooms, 8000 square

feet of catering space, restaurant, an 18-hole Joe Lee designed golf course, marina, ten-clay court tennis center and a 30,000 sq. ft. world-class spa.

8/2002 – 10/2011

**General Manager, Westin Peachtree Plaza, Atlanta, GA**

Responsible for overall operations, sales, marketing, associate satisfaction, customer service and profitability of this 1068 room convention hotel. Supervised an executive committee of 9 and over 600 associates. Facilities included 80,000 sq. ft. of meeting space with access to an additional 350,000 sq. ft. connected to the hotel, one general purpose restaurant, the lobby lounge, the Sun Dial Restaurant, Bar and View (3 stories 350 seats on top of the hotel), and a Starbucks store.

11/1999 – 8/2002

**General Manager, Westin Atlanta North Hotel, Atlanta GA.**

Responsible for total range of physical plant, human resources and fiscal activities for the operation of this suburban full service upscale hotel. Facilities included 360 rooms, 20,000 square feet of meeting space, The Grill Restaurant and Lobby Lounge.

3/1997- 11/1999

**Area Managing Director, Southeastern US, Sheraton Buckhead Hotel, Atlanta, GA**

Directed and was responsible for the profitable day-to-day management of seven owned and managed hotels. Overall responsibility included: sales and marketing, operations, financial management, asset management, ownership liaison, the supervision and support of the property general managers and the direction of the area staff. Also responsible for the franchise oversight of brand standards, service, and the maximization of revenue of the Westin, Sheraton and Four Points brands in South Carolina, Virginia, North Carolina, Georgia and Alabama.

7/1996 – 3/1997

**Transition General Manager North America.**

Responsible for and directed the operational take over management of new assets. Activities included strategic planning, systems implementation, staffing, start up sales and marketing, forecasting, budgeting and brand conversion.

5/1995-7/1996

**ARDEN HOTELS, INC.**

**Corporate Director of Operations/General Manager, Arden Hotels, Columbia, Maryland.**

Held dual responsibility for all operations, sales and profitability for the full-service Columbia Hilton and for all hotel operations under development for Arden Hotels, Inc. Developed corporate operating systems, human resource and training standards, and participated in due diligence analysis for prospective new properties.

**EDUCATION:**

- 1979 American University, Washington, D.C.  
Master's degree, Public Administration
- 1976 University of Florida, Gainesville, Florida  
Bachelor of Arts; Political Science

**PROFESSIONAL/COMMUNITY:**

- 1997- 2011 Georgia Hotel and Lodging Association, Board of Directors  
2018-Present Georgia Hotel and Lodging Association  
2018- current Braselton Rotary Club, Immediate Past President  
2011-1018 Florida Restaurant and Lodging Association Broward Chapter Board  
2013- 2018 Broward County Tourist Development Council  
2011- 2018 Hollywood Arts and Cultural Center Board of Directors  
2011-2018 Hollywood Chamber of Commerce Board of Directors, Past President  
2012-2018 Joe DiMaggio and Memorial Healthcare System Foundation Board of Directors
- 2002-2011 ACVB Board of Directors and Executive Committee  
2002-2011 Downtown Atlanta Hotel Association, Board Chair (3 years)  
1998-2011 ALS of Georgia Board of Directors  
2002-2011 Atlanta Food Bank Board of Directors  
2002-2011 Greater Atlanta Chamber of Commerce Board of Advisors  
2004-2011 Greater Atlanta Chamber of Commerce Sports Council

**CERTIFICATIONS:**

- Six Sigma Green Belt  
Training for Intervention Procedures (TIPS)

- 9/1988 - 5/1995      **BOYKIN MANAGEMENT COMPANY**
- 9/1994 - 5/1995      **General Manager, Worcester Marriott, Worcester, Mass.**  
Headed up the takeover team for Aetna during the foreclosure and transition of the asset from disposition to sale. Responsible for re-staffing, ensuring Marriott standards compliance, improving profitability and sales, customer service and managing associate satisfaction. Worked on Aetna's behalf providing marketing and financial information to potential buyers and brokers.
- 11/1990 - 9/1994      **General Manager, Buffalo Marriott, Amherst, New York**  
Responsible for profitable day-to-day operations, customer service, sales, marketing, and the management of over 300 associates. Facilities included: 356 guestrooms, extensive meeting space, a full service 220 seat restaurant and a high-volume nightclub.
- 9/1988 - 11/1990      **Regional Director of Operations, Southeastern Region, Fort Myers, Florida**  
Directed the operations of Boykin's Florida hotels. Overall operating responsibilities included: marketing, operations, centralized accounting, asset management, ownership liaison, the management and support of the property general managers and the direction of the regional staff. Responsible for new hotel development and management contracts within the Southeastern Region.
- 3/1987 - 9/1988      **SIGNET HOTEL CORPORATION**
- General Manager, Washington Plaza Hotel, Washington, D.C.**  
Responsible for the overall operations, sales and profitability of this 340-room full service convention hotel with 10,000 sq. ft. of meeting space.
- 1/1986 - 3/1987      **LANDMARK HOTELS**
- General Manager, Embassy Suites, 17th Street Causeway, Fort Lauderdale, Florida**  
Opening General Manager of this 359-suite hotel. Handled pre-opening work for three other Embassy Suites Hotels in Fort Lauderdale, Tampa, and Dallas.
- 2/1981 - 1/1986      **W.B. JOHNSON PROPERTIES (Tampa/Ft Lauderdale FL)**  
General Manager Responsibility for several Florida properties
- 5/1977 - 1/1981      **GUEST QUARTERS, INC. (Washington DC/Houston TX)**  
Various department management positions.