

**Stuart F. Stearns**  
**Salt River Farm**  
**21 Depot Road**  
**Stratham, NH 03885-2104**  
**Telephone: (603) 778-0110**  
**Fax: (603) 778-0333**  
**Email: Skip@THEHOTELEXPERTSLLC.com**  
**Website: www.THEHOTELEXPERTSLLC.com**

#### **SUMMARY OF QUALIFICATIONS**

- ◆ Directed litigation consulting and expert witness practice for nearly twenty years
- ◆ Over forty years of sales, marketing and hotel operations experience
- ◆ More than forty years of management experience
- ◆ Franchise leadership including sales and contracting
- ◆ Drafted operating standards and trained managers for their execution
- ◆ Inspected for and supervised standards compliance

#### **PROFESSIONAL EXPERIENCE**

**THE HOTEL EXPERTS, LLC**

**STRATHAM, NH**

**Member**

**2002-Present**

- THE HOTEL EXPERTS (THE) provides strategic support and expert witness services to attorneys and their clients litigating claims related to hotels, resorts, motels, casinos, cruise lines, restaurants, racetracks and other entertainment venues. THE serves both plaintiffs and defendants who are hotel owners, operators, franchisors, franchisees and individual litigants by guiding attorneys through discovery and depositions, and by writing expert opinions and testifying at deposition and trial on hospitality practices and reasonable standards of care.

**FRANCHISE ASSOCIATES**

**STRATHAM, NH**

**Principal**

**1996-Present**

- Franchise Associates provides consulting services targeting small to medium-sized management companies and individual hotels. Services include but are not limited to: strategic planning, annual planning, organizational analysis, team building, problem solving, marketing, operating standards and services, customer relations, growth and development, franchise selection and negotiation, contracting and franchise relations

**OMNI HOTELS**

**HAMPTON, NH**

**VP, Director of Franchising**

**1991-1996**

- Full responsibility for franchising program comprised of 17 hotels or 50% of North American properties
- Generation of development prospects and active participation in solicitation process
- Negotiation, preliminary drafting and authorized signatory on all franchise contracts
- Drafted plain language Uniform Franchise Offering Circular (UFOC)

- Facilitation of all new hire executive level orientation
- Supervising author and guardian of Omni Hotels Operating Manual
- Active support of field management with respect to training, motivational programs, quality assurance, brand products and revenue generation
- Member of corporate executive operating committee reporting to President & CEO

**VP, Director of Franchise Sales & Marketing** **1987-1991**

- One of two corporate officers chosen to launch franchising program aimed at increasing brand presence, fee income and marketing funding
- Participated in development planning, execution and closing of new hotel contracts
- Professionally trained in the selling of franchises
- Planned for corporate resources to effectively deliver support services
- Provided sales, marketing and general support to all franchisees and their operators

**VP, Director of National Sales** **1983-1987**

- Constructed the merger of Omni and Dunfee Hotels' National Sales organizations
- Supervised 26 directors of sales, sales managers and support personnel in Boston, Chicago, New York and Washington, DC
- Opened National Sales Offices in Atlanta, Los Angeles and Dallas
- Responsible for collateral development, advertising and direct mail
- Initiated database account management
- Constructed company-wide group and convention sales contract
- Vested sales executives with the authority to directly negotiate and to contract clients at a time when competitors had not yet demonstrated the ability to do so, thereby creating a unique strategic advantage with buyers and unusual credibility with hotels served

**DUNFEY HOTELS** **HAMPTON, NH**  
**Regional Director of Sales & Marketing** **1982-1983**

- Provided corporate sales and marketing supervision to 8 hotels from California to New York
- Responsible for hiring, training and ongoing support of all sales-related departments
- Led sales and marketing transition of the 1,240-room New York Sheraton

**NEW YORK STATLER, A DUNFEY HOTEL (1,800 rooms)** **NEW YORK, NY**  
**Director of Sales** **1980-1982**

- Supervised 53 people in 7 departments including room sales, catering sales, banquet and convention services for this hotel boasting over 95,000 square feet of function and exhibit space
- Personally attracted and negotiated largest convention accounts, airline crews and other volume producers
- Responsible for collateral development, advertising, direct mail and public relations
- Served on hotel's executive operating committee

DUNFEY HOUSTON HOTEL (450 rooms) HOUSTON, TX  
**Director of Sales** 1977-1980

- Arrived as Assistant Director of Sales and promoted to Director of Sales within one year
- Hired, trained and supervised 14 sales, catering and banquet service executives focused on the solicitation and servicing of commercial transient and group buyers, state and national associations and other groups, wholesale buyers and banquet events
- Personally improved solicitation of largest and most strategically critical accounts
- Responsible for all collateral development, advertising, direct mail and public relations
- Served on hotel's executive operating committee

DUNFEY ATLANTA HOTEL (370 rooms) ATLANTA, GA  
**National Sales Manager** 1976-1977

- Senior sales responsibility via telephone and personal sales calls for national association, corporate and other group meetings suited to the hotel's 13,000 square foot ballroom and additional 20,000 square feet of meeting and function space
- Assisted director of sales in orientation, training and supervision of all new hires

DUNFEY HYANNIS RESORT (225 rooms) HYANNIS, MA  
**Regional Sales Manager** 1975-1976

- Solicitation of association, corporate and other group meeting and incentive business attracted to this hotel's Cape Cod location, extensive function capabilities and recreational facilities including golf, indoor and outdoor tennis, health spa and indoor and outdoor swimming pools
- Account pursuit covered all of New England at various times via personal and telephone sales calls

DUNFEY'S HOWARD JOHNSON HOTEL (275 rooms) NEWTON, MA  
**Sales Manager** 1974-1975

- Initiated program to capture transient commercial travelers
- Door to door and telephone solicitation of corporate accounts and travel agents

NEWTON PUBLIC SCHOOLS NEWTON, MA  
**Secondary School Teacher** 1973-1974

- Taught grades 7-9 in the English/Social Studies Department of Meadowbrook Junior High School

## **EDUCATION**

UNIVERSITY OF MASSACHUSETTS BOSTON, MA  
**B.A., Psychology** 1973  
**Secondary School Teacher Certification** 1973