

# MARTIN CJ MONGIELLO

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## GENERAL MANAGER

An award-winning hotel, resort, club, attraction, record-breaker, and inquisitive lion, Leo-leader with a proven track record of coaching increased revenue, power margins, occupancy, and full profit. Uses creative approaches and smart business decisions to exceed market positioning and sales targets. Thrives in advertising, publicity, sales, and financial management. Recognized as an inspirational, encouraging leader with an open-door policy and passion for helping people succeed. High moral character and integrity; consistently exceeding sales goals, earning top honors, and recognition for teams.

### CORE COMPETENCIES

Marketing Strategy | Brand Management & Positioning | Public Relations | Facility Cleanliness | Marketing Communications | Digital Marketing | Stunning **Service Awards** | Sales Management | Graphic Design | Social Media Management | P&L Management | Inspirational Leadership | Team Building | All Payroll, Taxes & Accounting | Adobe Creative Suite | Microsoft Premier Food, Wine, Cigar, Spirits, Ice, Medical Cuisine Awards | Original Copy SEO, SEM, CRM Expert | Promotion | Publicity Expert

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### PROFESSIONAL HIGHLIGHTS

- The largest hospitality workforce DIRECTLY managed: 6700, 36 direct reports, and \$2.6 billion in sales per annum.
  - Featured on CBS, PBS, ABC, NBC, CNN, FOX, and in 160+ newspapers and magazines. Three billion viewers gained and valued at \$28.7 million in free advertising: Hearst, FOODTV Network, New Yorker, London Times, etc.
  - Over 6,000 reviews of performance, leadership, and coaching to achieve a **9.8** out of 10 in **2018-20** (four years of awards), from the Annual **Booking.com World Hotel and Resort Awards**. Global marketer reaching 190 countries.
  - An inventor who has already created close to 30 products, including ideation to production line and commercialization. Invents designs and sells items onsite and online intrinsic to the facility. Examples include an annual holiday ornament of the facility, embroidered towels, and robes, large ceramic show plates, 3" diameter coins in blue plush felt and gold boxes, the professional publication of cookbooks and facility history (featuring local personalities) and making such available in print - via e-book and on audible.com as an audiobook, taking famed recipes on the menu that are loved to manufacturing and for sale one at a time. It creates high-level happiness amongst regulars and members as well as adds to the bottom line. Becomes a gifting opportunity to others that invariably advertises the facility. Creates magnets, greeting cards, and gifts featuring the facility.
  - Five Navy Achievement Medals, three Navy Commendation Medals, Presidential Service Badge #14592, Joint Chiefs of Staff badge, two Joint Commendation Unit Achievement ribbons with oak leaf cluster, Expert Pistol Shot Medal, Rifleman Marksman Ribbon, the Iraq medal, and Iraqi Commitment Medal.
  - An explorer in the deserts via camel and Arabian horses as well as Asian jungles and the North Pole by a nuclear submarine. Lived on three continents learning nine languages as a very successful coach: Plug and Play ignition - takes off like a shot. Fits in with all populaces, languages, heritages, and cultures excellently. Gains buy-in quickly due to high levels of respect—rapid reporting of workforce endorsement and guest review praise.
  - Google Ads, Google Merchant, Amazon Seller Central, SEO and Organic Marketing, Email Marketing, YouTube, Google Analytics, Amazon Author Central, etc... **built a top 50 viewed website in the world of one billion sites total.**
  - An expert in the book publishing business (nine books) with global distribution, media, speeches, and signings.
  - Worked with Mack McLarty, Ron Kaufman, Brian Hamilton, Leon Panetta, across both parties to bring the Democratic and Republican Conventions to Charlotte, NC - a first in American history.
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## PROFESSIONAL EXPERIENCE

**Host for TV series, Inside the Presidents' Cabinet, on CBS television** with YouTube syndication 2019 - present  
*Harnessing a personal nine million fans across 90+ social media sites, the television series has been picked up by White Manor Productions for season two and three into 2022. PBS television has now offered a new series in a 30-minute format entitled Taste the World.*

**General Manager, The Inn of the Patriots, LLC** Grover, NC 2008 - present  
**CEO & CMO of The U.S. Presidential Service Center Foundation Trusts & U.S. Presidential Culinary Museum**  
*A scratch design project attaining high world awards in a compelling, new approach. Coach team from \$2M start to \$150M, currently expanding to 235 rooms. Responsible for all marketing, digital, advertising, promotion, and sales. Close to 50,000 alumni members and growing. Do and control all payroll, accounting, marketing, operations, advertising, and sales. The museum, gift shop, and cooking school are located inside of **The Inn of the Patriots, LLC.***

- Instructed and graduated 5,074+ students since it's opening to date in the cooking school, which also feeds the shops and museum sales. Create any classes. We are ranked in the top 3% of hotels and museums worldwide.
- Work with the past five Presidents (from Bush to Trump) totaling 25 years – massive Rolodex on LinkedIn for the benefit of the company.
- Direct access into the 2% globally for investment, endowment, participation, and visitation.
- Develops talent into more significant roles regularly and breaks siloed stakeholders to get them on a mission and through obstacles and solutions together.
- Designed dozens of awarded exhibitions and collections from cradle to opening day.
- AAA Diamond ranked winning the Diamond Housekeeping Award. LUX Magazine of Europe featured, front-cover, multi-year winning property, 2016 to 2019. The best culinary attraction for the Eastern Seaboard of 2019 in America.
- Featured as a prize, five times, to 140 million viewers on Wheel of Fortune for free. An organic earned media expert.
- TV, web, movie design, trademarking, Buffer, IFTTT, Hootsuite, SproutSocial, Pagemodo, TweetDeck, Raven, SocialBro, BuzzSumo, Everypost expert. Google Analytics, Adobe Analytics, insights, shopper, customer, analytics, technology, campaign, Tableau, SAS, CRM, database, acquisition, retention, marketing, digital, SEM, SEO, paid search, display, dashboard, Omniture, site catalyst, web analytics, CoreMetrics, WebTrends, websites, Google Tag Manager, Tag Manager, Dynamic Tag Manager, HTML, and CSS used to produce high financial returns.

**North Carolina Department of Commerce – Grover, NC** 2012-2019  
**Chairperson of the Board, Tourism Development Authority (TDA)**

- *Helped Cleveland County into the top 10 list for tourism, of 100 counties, at \$106 million per year. Outstanding interpersonal, written, and verbal skills. A keynote speaker flying worldwide (app \$7,500.00 per engagement).*

**King Marketing of New York, Ramada, Marriott, & Wyndham Hotels – New York, NY** 2004-2008  
**Chief Marketing Officer, Hotel General Manager**

- *Led and coached teams to reposition, renovate, and operate hotels and resorts in the most attractive markets and provide services that allow hotels, clubs, and resorts to achieve robust growth and generate more revenue month after month. I went to any client, Mr. King, sent me to from several weeks to months at a time to assist them. Wrote manuals, created efficiencies, and established standards ensuring long-term success. At times, 1099 as Mongiello Associates Strategic Marketing firm. **Helped billionaire Philip Anschutz's Examiner websites & 100+ newspapers into a top 50 website on earth** now AEG and AXS - via SEO and SEM. Named one of the fastest-growing sites by Nielsen. Grew faster than the other top 30 news sites in the USA, increasing page views more than 342%, attracting 7,569,000 unique users - we received 20.8 million unique visitors in a month with 60.1 million page views served (Omniture). Adding over 3,000 articles a day, we grew the library to 1.5 million pieces of content.*
- Fortune 500 clients with sales and marketing to a 28% profit increase. Presentations, all design, sales pitches, campaign rollout, promotion, publicity, advertising, marketing, and creation.
- Under the Marriott system, the **Ramada Atlantic City, now Wyndham Resorts** with 800 hotels in 63 countries. GM of the Ramada as part of its 9,000 hotels in 80 countries. Banquet and conference hall, breakfast room, shuttle operation to airports and casinos, casino packages, business center, pool, and sundries mart. Took the **141 rooms** to an A rating under the Marriott inspection system.
- **La Reserve of Rittenhouse Square**, Philadelphia, PA. Assigned to directly take over for 120 days upon immediate termination of the General Manager. Exclusive boutique inn with 12 suites and rooms. Got property website up

and running, repaired numerous items for interior redesign, and attained earned media magazine coverage quickly.

- **White Manor Country Club**, Malvern, PA. As the Executive Chef was brought in to take over for 90 days upon termination of the top two chefs. Expanded offerings and issued a new menu doing massive weddings and celebrity events. Weddings of 200 to 300 people at \$165.00 per person with ice luge, music and more.
- **Jackson Country Club**, Jackson, TN. Executive Chef flew in to help for 120 days upon termination of the Chef.
- **The Southern Mansion, Cape May, NJ**. AAA Four-diamond award. Temporary Front Desk Manager and Assistant Manager while owner offsite. 22 rooms and suites. Designed graphics and website additions for the site.
- **Renault Winery & Resort**, Atlantic City, NJ, assumed control for a 90-day contract as the GM to improve the Vineyard Golf and hotel operations, hosted several major golf events and Dining with the Chefs dinners and attained immediate coverage in the news. Had significant feature of a 40-foot tall, iconic champagne bottle repainted by the highway quickly, smoothed restaurant and vineyard operations. Increased gift shop sales with tremendous merchandise offerings and restarted blueberry champagne line right away. Sold 29 different wines total.
- **The Dan and Debra Friedkin Estate**, Houston, TX, owner of **Auberge Resorts Worldwide**. Detailed to Texas as the Household Manager position to help with several essential items in the River Oaks estate by River Oaks Country Club.
- **The Kathy Kennedy and Frank Marshall Estate**, Santa Monica, CA. Estate Manager. Kathleen Kennedy, Chairperson of **Lucasworld**. Detailed to assist in the redesign of the entire alarm system and rehab of home to the sale for \$26M to Tom Hanks & Rita Wilson. Temporarily in Kathy Ireland's home in Santa Monica. Saved daughter's life (Meghan) in the pool. Arranged all CPR, AED, and First Aid certifications for staff.
- **The Joe and Jane Giovanini Estate**, Jackson Hole, WY. Private, exclusive advisor to the family.
- **The Don and Erika Wallace Estate**, Tampa, FL. Advisor to their private estate. Chairperson of **LazyDays RV's**. Detailed to Tampa for private consultation and grand opening of a new addition to the estate. Consulted on the building of their new 17.5 million dollar home on Lake Thonotosassa.
- **The Stephen Finn and Kelleen Sullivan Estate**, Denver, CO. Detailed out to Denver to consult as their estate advisor. Chairperson of The Trust Company of America Inc.

### ADDITIONAL EXPERIENCE

21-year US military (1983 - 2004) VETERAN: US Navy, The White House Military Office, US Secretary of State – Tokyo, Brussels, lived worldwide in 26 cities and moved 21 times across three continents. Aggressively sought after. Retired military certificate of 30-years and served as a Public Affairs Officer, CFO, CMO, COO, **a White House Chef**, Presidential Aide, and as **GM of the Camp David Resort**. Working with the Smithsonian and Library of Congress for all collections, curating, preservation, cataloging, filing, and interpreting. This included the President's home of Aspen (at Camp David), complete with three private dining rooms and MountainTop Cafe restaurant, a small US Secret Service hotel, and several hundred rooms and apartments for military personnel living on the mountain. Conducted interior design of the Vice President's home and managed 16 private luxury cabins. Assisted Kaki Hockersmith in her historic redesign of the Aspen home and Laurel Lodge with President's office and library, worked with Nancy Clarke for flowers, thousands of glitterati, worked with Chefs Walter Scheib, John Moeller, Pierre Chambrin, Cris Comerford, Roland Mesnier, Michael Lomonaco, Jean-Marc Fullsack, Patrick O'Connell, John Kaufmann, Jack Delby, and Joe Aiello of Chicago, and Hubert Keller.

- **General Manager of the Bayshore's Resort**, Pensacola, FL, 1500 rooms, winner of the Admiral Zumwalt Four-Star Hotel Award (two years), and the Commander in Chief's Award (1988 & 1989) from George H.W. Bush.
- The **Steamboat Cafe Restaurant**, Groton, CT. 1998 winner of the NEY Silver Cup, Best Restaurant in the World. All chefs were awarded all-expense paid schooling at the Culinary Institute of America. Assistant Manager previously for Chez Lapon Restaurant, and The Sunfish Restaurant. GM of The 709 Restaurant, The Motor City Grill, and the Conch Cafe. Chefs exchanges with Michelin ranked Comme Che Soi in Brussels and The Inn at Little Washington.
- The **Sanctuary Resort and Conference Center**, Yokosuka, Japan. Conducted large banquets, private 12 rooms, boutique offerings and lounge with bar, change of command ceremonies, and private dinners for world leaders at Admiral Joseph J. Krol's home, Dolphin House. I became the first cook in history to stand Command Duty Officer (CDO) watch in charge of the Pacific, Indonesia, and Arabian waters with world port visits. Trillions in assets.
- Household Manager to the **NATO Military Committee for the United States of America**, Brussels, Belgium. Conducting lodging, estate management, wine cellar management across large European purchases, and exclusive dinners.
- Public Affairs Officer for Admiral Joseph J. Krol to the historic Free Trade Agreement (FTA) with the Royal Hashemite Kingdom of Jordan and **King Abdullah II, Queen Rania, and the Crown Prince, Hussein bin Abdullah**.

- Public Affairs Officer for the Year 2000 USS Topeka; International Date Line event, "Straddling Two Years: One Sub - CBS News," and featured worldwide across 100+ news outlets. A positive and successful PR campaign.
- Controlled website, issued newsletters, arranged articles for leadership and interviews in papers, produced written copy, gave speeches (now over 200 total) across the entire Asia-Pacific region, and was invited in plays, shows, and parades. Authored over 100 white papers and magazine articles.

### EDUCATION & CERTIFICATIONS

The Charlotte Museum of History practicum in museum, exhibitions, interpretation <b>Marketing, promotion, curatorial, legal studies before beginning a Doctoral degree</b>	Spring 2019
Lenoir Rhyne University, SAS Institute for Academics, Asheville, NC <b>Master of Arts in Leadership and Marketing (3.675 GPA)</b>	2018 - 2019
Art Institute of Pittsburgh, PA - <b>Bachelor of Science, Summa Cum Laude (3.98 GPA)</b>	2008 - 2010
Almeda College & University, Boise, ID - <b>MBA and Bachelors of Arts (3.0 GPA)</b>	1999 - 2002
Hotel Management School, Memphis, TN - six weeks long	1988
Restaurant Management School, Norfolk, VA - six weeks long	1993
Franklin-Covey Leadership Institute (two-weeks long) and six other leadership schools	1986 - present
Harvard University, Cambridge, MA, <b>Science &amp; Cooking/Haute Cuisine/Soft Matter Science course</b> , Miami International University of Art and Design, <b>Web and Graphic Design via CreativeSuite Online</b> , Master Certified Food Executive (MCFE), International Food Service Executives Association, Certified Professional Food Manager (CPFM), Certified Household Manager (CHM), and Certified SERV Safe Manager. <b>Business and Marketing plan writing MASTER LEVEL</b> , plans are used by over 6,000 students in universities like Wharton, UNC, MIT, Stanford+, via LIVEPLAN. Ranked #1 by Inc. and the WSJ.	

### AWARDS & PROFESSIONAL AFFILIATIONS

**Admiral Frederick B. Warder Leadership Award, US Naval Submarine League, Life Gold Medal for Public Relations, Zhenihon Kyokai Shinchushi, of Japan**, Former President & Chair of the Board, American Culinary Federation, Chapter L.L.C.A - Chef of the Year gold medal, former International Director, International Food Service Executives Association (IFSEA), Ambassador to Europe and the World Association of Chefs Societies (WACS), six-year member Kings Mountain Advisory Council, Chamber of Commerce, Cleveland County Travel and Tourism Council host, member and Ambassador, LIFE member of the Veterans of Foreign Wars (VFW) - LIFE member of the Disabled American Veterans (DAV), member of the Wounded Warrior Project (WWP), member and large donor of the Iraq and Afghanistan Veterans of America (IAVA), a professional member of the American Alliance of Museums (AAM), National Endowment for the Arts (NEA) Blue Star Highway listed, a professional member of the North Carolina Museum Council. GEICO Supervisor Award with Honorarium. A life member of Les Amis d' Escoffier Societe' Chicago and member of the Comite de la Bonne Bouche.