

RODNEY SAUNDERS

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Propel innovation to maximize operational efficiencies and revenue outcomes

Senior Revenue Manager with 10+ years of experience in the travel and hospitality industry, seeking a hotel Revenue Manager opportunity. Strategic business partner, effective in collaborating with diverse stakeholders. Data Analyst proficient at using historical data and future trends to inform decision making. Trusted advisor to executive teams, adept at identifying, recommending, and implementing strategies to grow revenue, lower costs, and mitigate risks.

Value Offered

Revenue Management: Pricing | Yielding | Overbooking | Groups | Occupancy & RevPAR Growth | OTA Extranets
Technology: Ideas | BestREV | Tableau | Jonas Chorum | Visual Matrix | MS Office | Amazon Web Services
Project Management: Risk Assessment & Mitigation | Process Improvement | Training & Development
Data: Analytics | Metrics | Reporting | Forecasting | Displacement

TRANSFERRABLE SKILL SETS

- ✓ **Data Analysis** – used reservation data, customer segments, booking pace, & displacement analysis to set prices
- ✓ **Forecasting** – leverage revenue data, market trends, and demand patterns to predict revenue outcomes
- ✓ **Budgeting & Financial Planning** – use historical data and forecast to create goals and align resources
- ✓ **Revenue Optimization** – adjust pricing, discounts, inventory, and distribution channel availability
- ✓ **Cost Management** – yield customers and channels with higher cost structures or deeper discounts
- ✓ **Risk Management** – implement strategies to protect hotel product, room revenue, and average daily rate
- ✓ **Reporting** – proficient in reading and interpreting business intelligence reports and graphs to inform decisions
- ✓ **Business Acumen** – strong understanding of business operations, including sales, marketing, and finance
- ✓ **Cross-Department Collaboration** – work with department heads to create mutually beneficial outcomes

DEMONSTRATED SUCCESSES

- ✓ **Thought Leader** – Ranked **3rd place** at Choice Hotels in **RevPAR Index** and **RevPAR growth** in 2020
- ✓ **Pricing Growth** – Developed strategic pricing that drove wholesale business up by **25%**
- ✓ **Strategic Planning** – Optimized revenue outcomes for hurricane impacted hotels for two consecutive years through advanced planning and effective yield management
- ✓ **Operational Excellence** – Built wholesale pricing platform, **optimizing stability** to contractual pricing, and aligning terms and conditions for consistency
- ✓ **Trusted Advisor** – Consulted **100+** owners and operators on business strategy
- ✓ **Subject-Matter Expert** – Designed comprehensive road map and action plan to implement hotel revenue management concepts within company as **best practices**
- ✓ **Project Management** – Planned and executed a nationwide brand promotion across direct mail, retail POS, and online channels engaging **over 200,000 consumers** with **over 50,000** of them being new to the database



PROFESSIONAL EXPERIENCE

Waste Pro of Florida | Sanford, FL

2025-Present

Regional Pricing Analyst

- Manage and oversee CPI increases and contract renewals for all municipalities in the Central Florida region
- Create monthly reporting and calculations of franchise fee payments to municipalities per contract agreements
- Audit customer invoicing and revenue reporting for proper application of CPI and fuel price increases
- Liaison with third party auditors to ensure contractual compliance in reporting and franchise fee payments
- Review current municipal contracts for terms and advise leadership on preferred price and fuel strategies

BEST WESTERN HOTELS & RESORTS | Sanford, FL (remote)

2024-2024

Senior Revenue Manager

- Grew YOY revenue by 45% at a full-service, upscale Aiden hotel through Group / Transient management
- Worked with senior leadership from management company to improve YOY RevPAR by +60%
- Recovered over \$100,000+ in lost Sales revenues through coaching and training of hotel management team

CHOICE HOTELS INTERNATIONAL | Sanford, FL (remote)

2018-2024

Senior Revenue Manager

- Led team of cross-functional senior leaders in setting cost saving goals that were implemented company-wide
- Interviewed new hire candidates as well as mentored and trained 5 employees in Revenue Management
- Created and wrote job aides used to train 80+ corporate revenue managers and 100+ hotel staff
- Consulted with over 100+ hotel locations on system setup and revenue management best practices
- Attained YOY RevPAR gains of **60%+** across 2021 portfolio, leading the company in RevPAR index growth
- Achieved over **170%** of the 2019 RevPAR index growth goal established by Choice Revenue Management

HERTZ RENTAL CAR | Estero, FL

2015-2017

Revenue Manager-- Canada

- Grew car days, RPD, and fleet utilization yielding a **20%** year over year growth in the largest Canadian markets
- Increased market share of Hertz, Dollar, and Thrifty brands against primary competitors during peak demand
- Completed internal and external analyses in individual markets to identify strategic pricing opportunities
- Utilized minimal acceptable price and length of keep strategies to match vehicle supply to customer demand

ALTRIA | Richmond, VA

2011-2015

Sales Logistics Specialist

2012-2015

- Coordinated nationwide transportation and logistics of product delivery for routine and emergency orders
- Trained **6** call center representatives to efficiently resolve **100%** of order and transportation discrepancies
- Served as lead resource in converting JDE into SAP processes around the smokeless order to cash process

Assistant Brand Manager-- Copenhagen

2011-2012

- Lead design and production of on-package and POS marketing materials that connected with consumers
- Co-developed strategies with advertising agencies to defend consumer base and achieve volume objectives
- Ran national promotion with **200,000+** consumers participating and **50,000+** being new to the database

NORFOLK SOUTHERN | Roanoke, VA

2008-2011

Assistant Product Manager

- Renegotiated a multi-year Heinz bid for a **54%** increase in profitability and **1,200** carload growth commitment
- Set a record for the most carloads of product having moved in a reporting period with over 380% YOY growth
- Worked with business partners to market and grow export rice traffic out of Florida by more than 90%
- Added over \$4M in revenues from new business contracts including 15 commodities never previously shipped

EDUCATION | CERTIFICATIONS

Master of Business Administration | Pennsylvania State University | University Park, PA

Bachelor of Science-- Economics | Virginia Commonwealth University | Richmond, VA