

Dennis D Robinson

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Commercial Strategy & Transformation Executive

Enterprise strategy and transformation leader with 20+ years' experience translating business strategy into prioritized investments, operating models, and executable programs across hospitality, digital commerce, financial services, and consumer businesses. Proven record of building and transforming PMOs, establishing enterprise governance and planning frameworks, improving Portfolio Transparency and investment discipline, and aligning cross-functional teams around measurable business outcomes.

Core Capabilities:

Enterprise Strategy Execution | Commercial Transformation | Portfolio & Investment Governance | Strategic Planning | Capital Allocation | Enterprise PMO Leadership | Business Capability Mapping | Digital Transformation | Business Case Development | Executive Facilitation | Organizational Change | Operating Model Design | Performance Management | Cross Functional Leadership | Agile Ways of Working

PROFESSIONAL HISTORY

Hyatt Corporation, Chicago, IL, September 2021 – October 2026 | **Held three Director level roles spanning Digital Strategy, Strategic PMO operations, and Commercial Strategy & Transformation, Independent Consultant, within Hyatt's Commercial**

Aligned Commercial Services portfolio investments and execution to enterprise growth priorities including World of Hyatt acquisition and penetration, RevPar/RPI, net rooms growth and owner value during a period in which Hyatt expanded World of Hyatt membership from approximately 36M to 63M between 2022 and 2025.

DIRECTOR, COMMERCIAL AGILITY & STRATEGIC ALIGNMENT, October 2025 – October 2026

- Developed and launched the Hyatt Ways of Working strategy across Commercial Services, establishing an outcome focused approach centered on measurable business results, experimentation, cross functional collaboration, and organizational accountability
- Connected enterprise strategic priorities to portfolio and program investments through outcome mapping, capability alignment, quarterly planning, and facilitated leadership workshops, strengthening visibility from strategy through execution.
- Created an internal network of change leaders responsible for reinforcing outcome-based planning, experimentation, collaboration and continuous improvement within their organizations.
- Led cross-functional planning and alignment sessions that translated strategic priorities into measurable outcomes, prioritized outputs, execution commitment, and trade-off decisions.
- Integrated business capabilities, strategic outcomes, portfolios, and programs to improve leadership visibility into where Hyatt was investing, and how work supported enterprise priorities.
- Directed Commercial Services capital allocation governance, strengthening investment controls, spending visibility, decision rights, and leadership accountability while improving the organization's ability to redirect investments from lower priority work toward strategic priorities.

DIRECTOR PMO OPERATIONS (HYATT), September 2024 – October 2025

Key Achievements:

- Designed the operating framework for Strategic PMO Operations, creating common standards for program governance, portfolio visibility, business cases, planning performance reporting, risk management, and executive decision support.
- Established a quarterly planning framework that connected strategic outcomes, prioritized initiatives, organizational capacity, investment constraints, and leadership commitments, shifting planning from a largely project centered exercise toward outcome-based portfolio management.
- Implemented stronger business case standards for investment and idea submissions, improving decision readiness, strategic alignment, and consistency in how proposed investments were evaluated and prioritized.
- Developed a standardized Program Management Toolkit that improved consistency in program initiation, governance, reporting, risk management, decision making and executive communication
- Increased portfolio transparency for Commercial Services leaders by creating common reporting and governance practices for evaluating priorities, progress, investment needs, dependencies, and execution risks.
- Led and performance managed a team of Sr program management professionals, establishing, expectations, coaching talent, managing performance, and aligning resources to strategic priorities.

DIRECTOR DIGITAL STRATEGY & PROJECT MANAGEMENT (HYATT), February 2022 – September 2024

Key Achievements:

- Assessed fragmented Digital and Project Management practices and designed a governance framework for intake, prioritization, capacity planning, delivery oversight, and executive decision making across the digital portfolio.
- Identified and eliminated “ghost projects” and other unprioritized work consuming organizational capacity
- Established a quarterly planning framework that connected strategic outcomes, prioritized initiatives, organizational capacity, investment constraints, and leadership commitments, shifting planning from a largely project centered exercise toward outcome based portfolio management.

INDEPENDENT CONSULTANT (HYATT), *September 2021 – February 2022*

Key Achievements:

- Conducted in-depth review of current intake, prioritization, and delivery practices.
- Proposed a set of recommendations to address the specific business needs resulting from the assessment.
- Presented the set of recommendations to the Sr Leadership team for approval and a plan of action for the future.

Xooba – WWW.XOOBIES.COM, Chicago, IL | **Co-Founder & COO** | *September 2016 to September 2021*

Key Achievements:

- Co-founded and launched an experiential marketplace, responsible for leading operations, P&L, product strategy, customer experience, and business development.
- Raised \$707 thousand from angel investors; funds were used to build the Xoobies android and iOS apps, and to validate market opportunity.

EIMPROVEMENT LLC, Pleasant Prairie, WI | **Business Solutions Consultant** | *October 2018 to April 2020*

Oversaw the delivery and go to market launch of a new online retail brand, Hausera.com.

Key Achievements:

- Recovered an off-track ecommerce transformation and led the successful launch of Hausera.com within one week of the revised target date
- Implemented delivery and prioritization framework to support future enhancements.

McDonalds Corporation, Oak Brook, IL | **Director, Program Management Global Digital** | *March 2014 to September 2016*

Key Achievements:

- Led global digital transformation and product-delivery initiatives spanning CRM, ecommerce, digital engagement, and emerging consumer capabilities.
- Partnered with regional executive leadership team to identify key market opportunities and to sequence the top 10 markets that would provide the greatest economic lift.
- Coordinated global digital deployments across the US, China, Australia, UK, Portugal and Canada.
- Worked with HR and external recruiting firms to accelerate the hiring of key roles within Global Digital in the areas of Product Management, Program Management, Digital Media and Engagement.

CLASSIFIED VENTURES - Apartments.com, Chicago, IL | **Director, PMO & Software Quality**

Assurance - *promoted, March 2008 to March 2014* | **Manager, PMO & Software Quality Assurance**, August 2005 to February 2008

Primary responsibilities included: recruiting, onboarding, performance management, business case development, vendor management, and working with technology leadership to define the IT strategy that aligned with the business and product organizations.

Key Achievements:

- Delivered new products and capabilities that B2B customer leads and contributed to revenue gains exceeding 21%.
- Established executive portfolio governance to prioritize and fund initiatives with the strongest strategic and economic fit.
- Built and scaled the Program management function from a single resource to a 13+ person directs supporting all Apartments.com product and application portfolio.

EDUCATION, PROFESSIONAL DEVELOPMENT AND TECHNICAL SKILLS

University of Illinois at Urbana Champaign, IL – MBA – Strategy & Leadership

Carthage College – Kenosha, WI – BA – Political Science

Certified SAFe® Agilist

Certified Six Sigma Green Belt

Project Management Professional (PMP)

