Glen Osburn

Executive Hospitality Professional

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# Summary

I am a business, hospitality and leadership management professional with over 26 years’ experience. Having managed Luxury Resorts, Hotels, Entertainment, Theatre Venues, Shipboard Casino Operations and Cruise Ships, as well as, Food and Beverage, Housekeeping and Sales, I have a well-rounded knowledge of the industry. I have a proven track record of increasing revenue and improving guest retention while controlling costs. Working for Disney and running Heritage University has given me the platform I need to train, mentor, and manage staff. From the many years I spent managing a Cruise Liner and entertaining 5000 guests each night on stage, I have developed excellent public speaking and communication skills.

# Experience

**GO Royal Consulting**  
*Founder & Chief Executive Officer*  
*January 2025 – Present*

* Lead a boutique consulting firm specializing in executive hospitality strategy, luxury service culture, leadership development, and operational excellence for hotels, resorts, and entertainment venues.
* Partner with ownership groups and senior leadership teams to elevate guest experience, increase revenue, and improve operational efficiency across a wide range of property types, including Four Diamond resorts and wellness destinations.
* Design and deliver custom leadership training programs, executive retreats, and cultural transformations rooted in principles from Disney, Forbes Five-Star, and brand-standard excellence.
* Conduct comprehensive operational assessments, identifying opportunities in guest journey design, labor management, service delivery, and team engagement.
* Provide strategic advisory on pre-opening plans, capital improvements, and brand repositioning, ensuring alignment between investor goals and guest expectations.
* Act as executive coach and mentor to property GMs and department heads, focusing on succession planning, performance metrics, and service innovation.
* Maintain strong industry visibility through keynote speaking, published training content, and consulting engagements that emphasize luxury-forward, purpose-driven leadership.

**The Clyde Hotel – Heritage Hotels & Resorts**  
*General Manager*  
*January 2025 – Present*

* Re-recruited to lead operations at Heritage Hotels & Resorts’ flagship luxury conference services property and the largest hotel in New Mexico, overseeing day-to-day performance, guest experience strategy, team development, and full property financials.
* Spearheaded a property-wide service transformation, resulting in a jump of 15 places on TripAdvisor rankings within 6 weeks and an increase in guest satisfaction scores from 82% to over 90% “Excellent” ratings during the same period.
* Managed the full renovation and refurbishment of all guest rooms, coordinating logistics, contractor relations, and minimal guest disruption while improving room quality scores.
* Drove accountability across all departments through clear metrics, frontline coaching, and executive team mentoring, leading to improved operational consistency and service delivery.
* Implemented strategic service training inspired by Disney and luxury brand principles, fostering a culture of anticipatory hospitality, personalized guest interaction, and elevated service standards.
* Collaborated closely with ownership on CAPEX planning, labor modeling, and strategic revenue initiatives to position the property competitively in a changing market.
* Maintained direct oversight of Rooms, Housekeeping, F&B, Engineering, and Front Office, while supporting Sales, Events, and Marketing initiatives to increase ADR and RevPAR.

**Ojo Spa Resorts**  
*Executive General Manager*  
*September 2022 – January 2025*

* Provided executive leadership over two iconic wellness destinations: the 77-acre luxury Ojo Santa Fe Resort & Spa and Ojo Caliente Mineral Springs Resort, one of the oldest natural health resorts in the United States.
* Directed all facets of resort operations including Rooms, Spa, F&B, Facilities, Retail, Activities, and Guest Services, while managing departmental leaders across both properties.
* Focused on elevating the guest journey across all touchpoints, emphasizing personalized wellness experiences and authentic regional hospitality.
* Successfully aligned both properties with evolving post-pandemic guest expectations while maintaining profitability, operational continuity, and brand loyalty.
* Led initiatives in service culture, labor optimization, and amenity development, resulting in improved guest satisfaction scores and strengthened team engagement.

**Disney Cruise Line**  
*Executive Director / Cruise Director*  
*September 2017 – October 2022*

* Re-recruited to assist with the new build cruise ships
* Served as the senior guest experience leader onboard Disney Cruise Line, overseeing Entertainment, Activities, Events, Youth Programming, Recreation, Port Adventures, and all public venues.
* Led and managed large-scale, multi-departmental teams responsible for delivering Disney’s world-renowned guest service to over 5,000 guests per sailing in a dynamic, high-capacity luxury environment.
* Personally trained and mentored international crew members from over 60 nationalities in Disney's service standards, cultural values, and guest interaction techniques—building a cohesive and high-performing team culture.
* Maintained direct responsibility for service execution, daily programming, show operations, and immersive guest experiences, while driving Net Promoter Score and satisfaction benchmarks across all onboard departments.
* Collaborated with shipboard and shoreside executives on brand strategy, labor planning, and guest service design, ensuring alignment with The Walt Disney Company’s global quality standards.
* Provided executive leadership during emergency procedures, safety drills, and port operations, maintaining regulatory compliance while preserving luxury guest experiences.
* Represented the ship as a public-facing figure, hosting onboard events, engaging directly with VIP guests and families, and ensuring a visible leadership presence throughout the cruise journey.

**Heritage Hotels & Resorts**  
*Regional General Manager / Corporate Director*  
*September 2014 – September 2017*

* Provided executive leadership and operational training and oversight for a portfolio of 13 properties across New Mexico, including Four Diamond luxury resorts, boutique hotels, full-service convention hotels, and branded flagships (Hyatt and Hilton).
* Held full P&L accountability, driving RevPAR and ADR growth through strategic rate management, targeted sales initiatives, and enhanced service delivery resulting in significant increases in profit margins.
* Developed and implemented the company’s first guest experience training platform, improving consistency and service scores while reinforcing brand values across all property types.
* Led multi-property operational audits, optimizing front office, housekeeping, F&B, and engineering processes, which contributed to increased operational efficiency and bottom line results.
* Mentored and coached property leaders, fostering a culture of accountability, leadership development, and internal promotion readiness.
* Partnered with ownership to evaluate capital improvements, market positioning, and long-term growth strategy, ensuring each property maintained its unique cultural identity while achieving performance benchmarks.
* Oversaw cross property marketing, programming, and branding strategies that resulted in increased guest loyalty, improved online reputation, and repeat visitation.
* Maintained a high visibility leadership presence, reinforcing luxury service standards and ensuring compliance with brand, safety, and operational policies at all locations.

**Holland America Line**  
*Executive Director / Cruise Director*  
*March 2011 – April 2014*

* Provided senior leadership over onboard guest-facing departments, including Entertainment, Events, Activities, Casino Operations, Youth Programs, Shore Excursions, and Recreation, ensuring an elevated, refined experience aligned with Holland America’s premium luxury standards.
* Directed a multinational team delivering curated programming and personalized service to thousands of guests per voyage, while maintaining seamless coordination across departments and public venues.
* Served as the public-facing executive onboard, engaging with VIP guests, hosting high-profile events, and maintaining a visible leadership presence throughout the guest journey.
* Recognized as Cruise Director of the Year for achieving the highest guest satisfaction scores across the global fleet, reflecting exceptional service consistency, engagement strategy, and leadership.
* Drove onboard revenue growth and guest loyalty through immersive enrichment programs, experiential design, and guest-focused innovation.
* Collaborated with shipboard and corporate leadership to align operations with brand positioning and guest expectations, while optimizing staff development and operational delivery.
* Mentored and trained international crew members, fostering a service-driven, inclusive team culture and preparing emerging leaders for advancement within the organization.

**Royal Caribbean International**  
*Cruise Director / Activities and Events Manager*  
*August 2004 – May 2010*

* Directed all guest-facing operations onboard some of the largest and most innovative cruise ships in the world, including Entertainment, Events, Casino Operations, Youth Programming, Shore Excursions, and Recreational Activities, serving up to 6,000 guests per voyage.
* Delivered high energy, brand aligned guest experiences through large-scale productions, immersive programming, and signature Royal Caribbean offerings, contributing to market leading guest satisfaction and repeat business.
* Managed large, multicultural teams across multiple departments, fostering a performance-driven, guest-focused culture rooted in creativity, accountability, and excellence.
* Served as the primary public-facing executive onboard, hosting signature events, facilitating VIP interactions, and acting as liaison between senior shipboard leadership and guests.
* Collaborated with Hotel Directors, Shoreside Executives, and Entertainment Production Teams to deliver innovative, coordinated experiences aligned with the company’s global brand promise and operational goals.
* Implemented onboard initiatives that improved guest satisfaction scores, onboard revenue, and brand loyalty, enhancing the ship’s reputation within the fleet.
* Played a pivotal role in onboarding, training, and mentoring international crew, helping develop high-potential talent and ensuring consistent delivery of Royal Caribbean’s service standards across all guest touchpoints.

**Disney Cruise Line**  
*Events & Activities Manager & Customer Service Trainer*  
*January 2001 – August 2004*

* Led the Entertainment and Activities team onboard, curating and executing immersive, family-focused programs and events aligned with Disney’s legendary storytelling and brand standards.
* Deliver guest service training programs based on Disney’s core values and "Four Keys" (Now Five keys) philosophy (Safety, Courtesy, Show, and Efficiency), ensuring consistency and excellence across all entertainment touchpoints.
* Played a key role in onboarding and coaching new crew members, reinforcing service expectations and fostering a culture of genuine, anticipatory hospitality.
* Collaborated with Cruise Directors, Hotel Operations, and Shoreside Teams to align entertainment strategy with guest satisfaction goals and daily programming flow.
* Consistently contributed to high guest satisfaction scores, team morale, and cross departmental collaboration through engaging, detail driven event planning and leadership.
* Supported the creation of magical moments for both children and adults, helping to set the foundation for the premium, story driven experiences Disney Cruise Line is globally recognized for.
* Championed a team culture of creativity, operational precision, and world class service delivery in high volume, dynamic onboard environments.

**The Agency UK** *(Various Contract Roles)*  
*Impact Manager / Senior Operations & Hospitality Leader*  
*January 2002 – February 2011*

* Held multiple leadership roles across pre-opening, operational turnaround, and project-based assignments in hospitality, leisure, and events sectors throughout the UK.
* Appointed as General Manager for a pre-opening hotel, overseeing all aspects of launch operations, including recruitment, training, budgeting, service design, and operational readiness.
* Served as Business Manager for a large-scale, multi-use leisure complex, directing cross-functional teams, implementing revenue strategies, and optimizing guest engagement across fitness, food and beverage, events, and recreation divisions.
* Led major activations as Project Manager for a national events company, orchestrating logistics, vendor management, and guest experience delivery for high-profile corporate and public events.
* Directed frontline operations as Club Manager and Operations Manager in leisure and wellness facilities, improving service consistency, member satisfaction, and operational efficiency.
* Managed F&B operations for large, multi-venue entertainment centers, implementing menu strategies, service training, and cost control measures to boost profitability.
* Oversaw water park management, including safety protocols, lifeguard staffing, guest flow coordination, and compliance with health and safety regulations.
* Held Rooms Division leadership roles, managing both Guest Services and Housekeeping teams to ensure quality control, guest satisfaction, and streamlined operational communication.
* Demonstrated adaptability, leadership, and brand alignment across diverse hospitality environments, building foundational expertise in opening procedures, team development, and operational excellence.

**Marden Village Club**  
*Food & Beverage Manager*  
*January 1998 – January 2002*

* Directed day-to-day operations of a busy hospitality venue, including bar, restaurant, events, and banqueting services, ensuring high-quality guest experience and consistent service delivery.
* Planned and executed events ranging from private celebrations to community functions, managing logistics, staffing, menu development, and service coordination.
* Oversaw inventory control, vendor relations, and cost management, contributing to improved profit margins and operational efficiency.
* Recruited, trained, and led front-of-house and kitchen staff, promoting service standards and fostering a welcoming, guest-first culture.
* Implemented F&B service protocols and safety procedures, ensuring compliance with health regulations and enhancing overall guest satisfaction.
* Developed seasonal menus and specials, aligning offerings with customer preferences and maximizing revenue opportunities.
* Built strong relationships with regular guests and local stakeholders, contributing to increased patronage and community reputation.

# Education

## Bachelor’s degree

### Leisure & Tourism Management

The Cornwallis Academy,Maidstone, Kent, England

# Skills & Abilities

15 years 4 Diamond hospitality • 10+ years Disney Senior Leadership • Accounting • Budgeting • Forecasting • Revenue management • Annual operating plans • Capital budgeting • Guest service & immediate service recovery • Driving Operations • Identifying Operational Efficiencies • Entertainment, Events and Venue Management • Rooms Division (housekeeping & Front Desk) • Food & Beverage Management • Spa Management • Casino operations • Water Park Management • Communication • Training, Developing and Mentoring Team • HR policy creation and implementation • Analytics and metrics • Leadership • Multi national guest service and team management • Event Management • Large Hospitality Venue Operational Management • Property management • Resort Operations • Hotel Management • Attention to Detail • Creating a positive authentic culture • Plan, develop and implement company growth and expansion plan • Time Management • Safety & Security • Sales Management • Strategy, planning, design and execution through all phases of projects • enhancing guest and team experience • construction management • logistics • facilities management • pre-open experience • team building • motivating team • multi property management • critical thinker • identifying and developing future leaders • lodging operations • world class executive hospitality • sports management • live event management • creating a culture of excellence • Vision development • Profit & Loss management of multi-million dollar properties • sales and service management • working with multiple vendors, contractors and other third party entities • Financial Planning • New Builds • Executive committee chair experience • Sales & Marketing • Day visitation • Recruiting • Training & Development • Mentorship • Asset Management • Retail • Human Resources • Ownership Liaison • Activities & Events • Family & Adult Venue Events Management • Coaching team • overseeing and implementing new projects • Achieving/surpassing targets • Guest Satisfaction & Guest Loyalty • Maintaining a high level of consistency in all areas • Providing Feedback • Identifying needs & changes in market • Diversity, Equity & Inclusion • Bar Management • Resort/Hotel Development • Project Management.

# Technical system Experience

Windows & Mac Operating Systems • Microsoft suite • Sabre Synxis Revenue Management • Oracle Hospitality (Opera) • Autoclerk • Agilysis • Delphi • Whistle Messaging • HotSOS • Micros POS • Caterease • Net Facilities •

# profestional training

Resort Operations • Customer Service • Guest Experience • Time Management • Project Management • Sports Management • Hospitality management • Revenue Management • Performance Management • Sales Management • Effective communication • Logistics • Event Management • Entertainment Management • Venue Management • American Red Cross First Aid, AED and CPR Instructor • Bar Management • Food hygiene • Fire safety • Crowd control • Emergency management • Leadership • Chemical Management • Personal Survival • Lifeboat Commander •HR Policy Writing.