



Pilar Arizmendi Stewart

VP of Global Sales, Tour Operations & Online Distribution

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Profile

Initiative-taking results-driven with over 20 years in the hospitality industry. I am fully skilled in Global Sales, Revenue, Online Distribution, Marketing & Product. Joined Palladium Hotel Group in August 2018 acting as a VP of Global Industry Sales, Online Travel, Marketing / Product for USA, Canada, Mexico and OTA Business, reporting to the EVP & Chief Marketing Officer at PHG.

- Great Reputation in the Hospitality Industry.
- Goal Achiever with years of experience in Global Sales Distribution, Revenue, Online Travel Agencies (OTAs), Marketing & Product.
- Current Sales Revenue Responsibility \$400M USD. Previous job (at Playa Resorts Revenue Responsibility was \$850M+ USD).
- Strong Relations with Owners/Investors, Managing Directors, Operations Team, Sales Teams & Headquarters.
- Expert in Hotels' Product Merging, Acquisition & Integration.
- Company's Ambassador for *Leading Hotels of the World* (LHW) & *Preferred Hotel Group*.

PROJECT LEADER/KEY PLAYER at:

1. Merging of Starwood (Westin/Sheraton) for LATAM properties.
<https://www.starwoodhotels.com/>
2. Start-up of Brisas Hotels & Resorts (after separating from Starwood), collaborating directly with the Owners.
<https://www.lasbrisashotels.com.mx/en/>
3. NIZUC Resort & Spa – A LUXURY Project Development originally owned by AMAN Resorts & bought by Brisas Investors. Built from scratch working hand on hand with Owners. <https://www.nizuc.com>
4. CORPORATE PROGRAMS: Developed the entire Weddings & MICE Programs for Palladium Hotel Group.
<https://www.palladiumhotelgroup.com/en>
5. CORPORATE STANDARDS: Developed all Standard Operating Process to implement among the Sales Force in USA, CANADA & MEX.

- **KEY MARKETS:** US, Canada, Mexico, Latin America & Europe.
- **WORKED AT:** Palladium Hotel Group, Playa Hotels & Resorts, Westin (Starwood/Marriott), Hyatt Hotels & Resorts All Inclusive / EP Properties. Wyndham All-Tra, Posadas de Mexico, Club Med / Hyatt International, Las Brisas Hotels & Nizuc.
- By leveraging deep market knowledge across the US, Canada, Mexico, LATAM & Europe, I enable my team to exceed sales goals while fostering strong relationships with industry partners. My expertise includes developing corporate programs for Weddings and MICE, implementing

Details

Place of birth: Mexico

Nationality: Dual Nationality, Mexican & American

Skills

- Leadership & Owners/Investors Relations
- Budgeting & Resource Allocation
- Sales, Revenue, Online Distribution & Mktg
- Relationship Building & Communication
- Negotiation
- Analytical & Problem Solving
- Crisis Management
- Enthusiastic
- Tour Operations, Online Travel Agencies (OTAs)
- MICE, Weddings, Luxury Retail

Languages

English

Spanish

Links

[LinkedIn](#)

operational standards, and managing large-scale initiatives that align the Company's growth strategy.

- Accomplishments include high performance sales teams recruiting, management & coaching; resolving service issues; and improving external and internal communications. analytical, interpersonal, influencing, and negotiation skills. Exceptional analytical person skilled at identifying and overcoming sales barriers and exceeding sales and profit goals. Excellent attention to detail.
- Fluent in English and Spanish.



Employment History

VP of Sales, Marketing & Global Distribution at PALLADIUM HOTEL GROUP, Miramar, FL

[August 2018 — April 2025](#)

Developed a Sales & Mktg Strategy to position PHG's (a European company with 52+ hotels) brand awareness in the Americas Mkt.

Managed a Team of Sales & Mktg professionals to successfully meet and exceed sales targets.

KEY MARKETS: USA, Canada, Asia, Mexico, Latin America & the Caribbean.

MAJOR ACCOUNTS: Expedia, Booking.com, Hotelbeds Group, ALG Vacations, Vacation Express, Flight Centre, American Airlines, JetBlue, Delta Vacations, Pleasant Holidays, Classic Vacations, Costco Travel, etc.

Member of Leading Hotels of the World & Preferred Hotel Group. Ranking among the Top 5 & 4 Diamonds with the AAA & Recommended by Forbes.

VP of Global Sales, Tour Operations & Online Distribution (OTA's) at Playa Hotels & Resorts, Miami/Fort Lauderdale Area

[February 2017 — July 2018](#)

Along with my Team we are responsible of delivering a 9+ digits (USD) annual revenue through Playa's major accounts in the Online & Tour Operations Business in most important markets. Supervise and work directly with the TO/OTA Sales Teams for the USA, Europe, MEX/LATAM & ASIA. Working closely with the Corporate Revenue & Marketing Team plus 10 BDMS in the USA.

As we grow as a public company, we are also growing as a Team (we used to be 8+ people in the Corporate Sales Team when we first open in 2014). With more workforce, we separated responsibilities so I can be more focused on driving what is the core of Playa's business to now 15 owned and operated resorts out of our 22 hotels in the overall Playa's portfolio.

VP of Sales, Marketing & Product (USA., MEX/LATAM, EUROPE & ASIA at Playa Hotels & Resorts, Miami/Fort Lauderdale Area

[January 2016 — February 2017](#)

As VP of Sales Marketing & Product, I was responsible of supervising the TO/OTA Teams in USA/CAN, MEX/LATAM, EUROPE & ASIA (still are) at the same time of influencing the productivity of the on-property DOSMs (and his/her respective team) also acting as the liaison among both teams: on-property and Corporate Teams implementing an efficient level of communication between the Corporate Office in Fort Lauderdale and the Hotels Operations' team, to drive revenue from key markets at the same time of improving on property revenue for the resorts and develop and implement an on-property repurchase program.

Additionally, responsible for facilitating communication between the resorts and corporations, with an emphasis on getting good local market intelligence

information from the resorts to the corporate team. Close communication with the Corporate Revenue Teams and Corporate Sales & Marketing Team.

In charge of the development, supervision, and execution (in line with our Corporate Strategy) of the Strategic Plan (Co-Op Marketing Initiatives with our overall TO/OTA Partners) as well as the overall execution of the Sales & Marketing Plan for MEX/LATAM Market.

KEY RESPONSIBILITIES:

- **REVENUE/SALES:** Responsible of the TO/OTA Business' Revenue in Key Markets detailed above.
- **COMMERCIAL/BUSINESS RELATIONSHIP:** Responsible for corporate communication (point of contact) with our Key Partners, Investors & Team Members.
- **LOCAL REVENUE:** Responsible for working with the resort teams to develop promotions for Non-Package Revenue opportunities, including spas, wine sales, cabanas, photography, on-site wedding sales, candlelit dinners, tours, etc.
- **LOYALTY PROGRAMS:** Secures the success, execution, and efficiency at the hotels/operations' level of any Loyalty Programs implemented by Playa & Hyatt.
- **AGENT CASH:** Responsible for implementing and positioning our Incentive Recognition Program in the MEX/LATAM Retail Agents/Hospitality Industry.
- **MICE:** Provides, facilitates and improve the level of services provided by the properties to the MICE Teams in USA, MEXICO & Canada. Helps to resolve the needs and negotiations between MICE Team and the hotels' Operations for core MICE deliverables including banquet charges, set-up fees, MICE site inspections, etc.
- **HUMAN RESOURCES:** Manage, supervise, and coach the on-Property Sales Teams as well as the Regional Sales & Marketing Teams: Regional Public Relations, Regional Marketing, Regional Design/Creative, Regional Central Reservations.
- **BUDGET/MARKETING EXPENSES:** Responsible of working closely with the Finance and Revenue Teams to prepare Annual Corporate Budgets.
- **MARKETING EXPENSES:** Prepare, propose, and manage the designated Marketing Budget for the Regions, with the approval and supervision of our EVP, VP of Revenue, and our Corporate Finance Department.

Director of Sales & Marketing MEXICO/LATAM at PLAYA HOTELS & RESORTS, Fort Lauderdale

October 2014 — January 2016

I joined the company as a DOSM (we all did) since Playa did not have the Vice-President titles in place at that time.

I have had the same responsibilities as detailed above (as VP of Sales, Marketing & Product), since I started with Playa in October 2014. The company promoted to Vice President 16+ months after that date.

CAREER EXPERIENCE - at STARWOOD, CLUB MED, HYATT HOTELS & RESORTS

April 1985 — September 2014

2004-2014

LAS BRISAS HOTELS COLLECTION/NIZUC

A Member of Preferred Hotel Group

Corporate Director (VP) of Sales & Marketing

With the separation LBHC from Starwood I was assigned with important key role with the Owners of LBHC & Nizuc as a DOSM for the company, reporting directly to the CEO & the Owners, in charge of developing the new brands as

well as the participation in developing project from scratch (Nizuc) as well as acquiring new properties.

Supervised all the Sales Force, Marketing, Revenue, Reservations & MICE Business.

2001-2004

Club Med – French All-Inclusive Resorts & Ski Villages

Dir of Sales & Mktg for Latin America

During my time at Club Med, I was responsible of commercializing 25 Resorts & Ski Villages across Mexico, Latin American and the Caribbean. Reporting directly to the CSMO & the President of Club Med Americas.

1991-2001

STARWOOD HOTELS & RESORTS with Las Brisas Hotel Collection.

Since then, I have worked in Queretaro, Ixtapa, Acapulco. In 1999 with the separation of Grupo Cosio from WESTIN I became a key player in this new Corporate venture.

LBHC decided to manage their properties on their own, becoming a 100% Mexican Hotel Chain with 5 Properties at that time.

From 1990 to 1991

Acapulco Plaza Hotel

Posadas de Mexico/Fiesta Americana Hotels.

From 1986-1989

Hyatt International

Hyatt Continental/Regency Acapulco, as Mktg Analyst, Sales Coord, Sales Mgr, as Groups and Conventions Mgr, focused on building a close relationship with the Int'l Corp Sales Offices to generate international business.

AWARDS & RECOGNITIONS

MOST IMPROVED PROFITABILITY – December 1998

Wald Disney World Swan & Dolphin Hotels
Orlando Florida

REVPAR – December 1997

The Westin Mission Hills
Rancho Mirage, Ca.

MOST IMPROVED PROFITABILITY – November 1995

Century Plaza Hotel & Tower
Los Angeles, Ca.

Courses

- ❖ Understanding the Landscape of the OTA Business, Playa Hotels & Resorts
- ❖ SynXis
- ❖ Revenue & Yield Management, Preferred Hotels Group
- ❖ Delphi & Envision, Hyatt Corporate
- ❖ Mastering Sales Presentations, Westin/Starwood Hotels & Resorts
- ❖ Marketing - Nitch Focus, Westin/Starwood Hotels & Resorts
- ❖ Crisis Management, Hyatt/Westin/Playa Hotels & Resorts
- ❖ Finance for Non-Finance People, Hyatt Corporate



References available upon request



Education

MBA-master's in marketing, Univ. Iberoamericana, CDMX, Mexico, City
September 1989 — July 1993