

COLIN A. MORRISON

69 SOUTHERN DRIVE • OTTAWA • ONTARIO • K1S 0P5
TELEPHONE: 613-699-0220 • CEL: 613-808-5863 • EMAIL: COLIN@HOTELIERCANADA.COM

 [HOTELIERCANADA](https://twitter.com/HOTELIERCANADA) •  [CA.LINKEDIN.COM/IN/COLINMORRISON/](https://www.linkedin.com/in/colinmorrison/)

CAREER OBJECTIVE

To plan, organize and direct, through a team, business development, operations and activities, utilizing my senior management experience and developed abilities in operations management, leadership, and strategic visioning. This will contribute to an organization through optimized return on investment and shareholder equity.

QUALIFICATIONS

Extensive and diversified experience in progressively more responsible customer focused management positions. Particular area of attention has been to provide leadership and operational efficiency to produce sustainable bottom line results. Achieved success through:

- **Creating value through promotion of sustainable initiatives**, following detailed review of the solution and its alternatives.
- Reaching conclusions / solutions guided by **identification, focused analysis and judgment** of the situation.
- Creative initiatives and activities to ensure that the **organization is continuing to meet the needs of the customers** and is getting value in return.
- Development, Integration and Practical **Application of Information Technology** as a business solution.
- Managing and coaching the people-side of business change to **achieve the required goals and objectives**.
- Planning for, acquiring, deploying, maintaining, and developing a **productive and cost-effective workforce**.
- Leadership through **strategic visioning and facilitating of individuals and teams** to engage together in the process of **developing, sharing and moving toward the vision**.
- Effective **Profit and Loss management and accountability**.

COMMUNITY INVOLVEMENT

Ministry of Heritage, Sport, Tourism and Culture Industries – Government of Ontario
Co Chair - Ministers Advisory Council – Hoteliers and Hospitality 2020 –

Ottawa Tourism
Vice Chair – Board of Directors 2019 -
Chair – Travel Trade Committee 2016 -

Ottawa Gatineau Hotel Association
Chair - Board of Directors 2017 -
Vice Chair / Treasurer 2016 - 2017
Board of Directors 2010 –

Ottawa Gymnastics Center
Treasurer 2018 - 2020
Board of Directors 2016 - 2020

ACHIEVEMENT HIGHLIGHTS

- **Redeveloped** a downtown residential hotel including **design, FF&E procurement and coordination of trades** without the use of a general contractor. **Delivered the project on budget and in time** for Ottawa 2017 launch. **Established new business standards and hired a new team.** Delivered **108% increase in revenue, 74% increase in ADR, 20% increase in OCC and 55% increase in RevPAR** (pre to post reposition)
- **Re-Positioned an underperforming asset** through a focused approach on Team and Individual Contributions towards a common goal. Developed systems and rewards to help grow Top Line as well as control expenditures while maintaining a focus on Customer Service. **Achieved 15% Sales Growth, 27% GOP Growth, and 50% CSI growth in a 24 month period. 97% contribution of year over year revenue growth to GOP. Asset performance was ranked as No. 1 of 170 assets in NOI for 2012.**
- **Directed and controlled an organization with annual revenues in excess of \$ 20 million** including zero based budgeting. Responsible for 350 employees in five business units in Alberta and NWT. **Achieved year over year revenue growth of 20% and GOP growth of 33%.**
- **Developed a Yield Management initiative.** Structured and implemented a program to maximize yield without sacrificing unit sales. **Increased revenue per unit sold by 21% and increased sales by 12% year over year.**
- **Created a SQL Database** to allow for the sharing of real time management information across vast geographical boundaries. Researched and developed solutions using proven software and communications. Developed a plan for a staged introduction of solution. Migrated information to new database. **Completed the project on time and under budget with no operational downtime.**
- **Proposed and created a call center** to streamline order traffic and improve efficiency. Reviewed and Benchmarked current process. Developed infrastructure to support initiative. Documented process, reviewed with stakeholders. **Increased capture rate by 46% and decreased lost calls by 34%.**
- **Developed a proactive, team-based sales approach to increase revenue.** Solicited input from all stakeholders. Test marketed a team selling approach. Analyzed and streamlined the process. Implemented new initiative. **Increased year over year revenue by 175% with an increase to budget of 98%.**
- **Created a win / win relationship** with supplier. Established a business relationship with a regional airline for travel to a remote business unit. Developed a greater understanding of their business needs and proposed a solution that included use of our remote business unit. **Increased business unit revenue by \$ 280,000 in first year.**
- **Eliminated a supplier monopoly** by introducing an opportunity to a regional supplier. Researched current contract and pricing. Contacted regional suppliers to establish interest, ability to service and costs. Organized a group of local businesses who were interested in the savings to increase viability of expansion to supplier. **Reduced costs by \$ 175k or 47% in first year.**
- **Reorganized a decentralized workforce into a centralized service** for 12 business units. Arranged a series of information meetings for all members of the workforce. Introduced the challenges and facilitated brainstorming sessions to solicit employee buy in. Implemented the centralization plan over one week. **Reduced operational costs by 38% and lowered response time by 20%.**

EXPERIENCE

EMBASSY HOTEL AND SUITES, Ottawa Ontario
GENERAL MANAGER

2014 -

ARC THE.HOTEL, Ottawa Ontario
GENERAL MANAGER

2010 - 2014

SEQUEL HOTELS AND RESORTS, Huntsville Ontario
REGIONAL DIRECTOR, OPERATIONS
GENERAL MANAGER – TOUCHSTONE ON LAKE MUSKOKA (NEW OPEN)

2008 - 2010

DEERHURST RESORT, Huntsville Ontario
DIRECTOR OF OPERATIONS

2007 - 2008

HOCKLEY VALLEY RESORT, Orangeville Ontario
GENERAL MANAGER

2006 - 2007

PARKBRIDGE LIFESTYLE COMMUNITIES, Wasaga Beach, Ontario
REGIONAL GENERAL MANAGER – EASTERN CANADA

2004 - 2005

RESORT OWNERS GROUP, Toronto, Ontario
DIRECTOR OF OPERATIONS - CONTRACT

2003 - 2004

MACLAB HOTELS AND RESORTS, Edmonton, Alberta
CORPORATE DIRECTOR OF OPERATIONS

2001 - 2003

O'NEILL HOTELS AND RESORTS, Whistler, BC
DIVISIONAL GENERAL MANAGER
DIRECTOR, SPECIAL PROJECTS

1998 - 2001

Prior to 1998

Progressive management positions including **Vice President Sales and Marketing, National Sales Director, General Manager, Director of Operations, Food and Beverage Director, Assistant General Manager, Catering Manager, Convention Services Manager and Beverage Manager.**

EDUCATION

University of New Brunswick, Fredericton, New Brunswick
Business Administration, Computer Sciences

Dawson College, Montreal, Quebec
Business Administration

PERSONAL

Bilingual (English / French)