



Mylene C. Young

Education

- BA of Business Administration from the University of Quebec in Montreal (UQAM)
- Diploma in Marketing & Communication from the Lausanne Hotel School in Switzerland (EHL)
- Certificate in Advance Operational Analysis from Cornell University, School of Management
- Advanced Certificate in Real Estate and Hotel Investment from Cornell University, School of Management

Industry Speaking

I have been an invited speaker at industry events and in university settings, including IDEaS Global Conference, Cornell University and SAS Webcast, Fisher College in Boston, MA and Lafleche College in Quebec, Canada. I also contributed to articles on revenue management systems with Duetto The Edge, other RMS technology providers and Distribution Channel Analysis; a Guide for Hotels.

About Me

I am a dynamic leader with decades of international hospitality expertise focused on increasing top line hotel revenue and profit, deployment and implementation of technology solutions, recommendation for revenue optimization and cost control improvement, measuring business performance and ROI. I have held a broad range of senior roles in revenue management, sales & marketing, finance, operations and acquisitions that enable me to contribute to companies on a highly strategic level.

Career Highlights

2014 I Son Hospitality Consulting (SonHos)- Co-Founder & Principal

Global consulting firm that provides consulting and project management services to the hospitality industry including:

- Revenue management assessment, optimization & cost control technology system solutions expertise
- Market & financial analysis
- Marketing & repositioning
- Operational strategies

2012- 2014 I Corporate Director of Acquisitions & Development- Sonesta Hotels & Resorts

Responsible for the acquisitions underwriting, due diligence, financial projections, market analysis, hotel valuation and development project.

2005- 2011 I Corporate Director of Revenue, Systems & Development Sonesta Hotels & Resorts

Responsible for the creation of a revenue management platform across the portfolio of 38 managed and franchised hotels, lead the development and deployment of forecasting and optimization systems, statistical and quantitative tools, cost control system and analytics to increase the portfolio's overall revenues and maximize profit.

2002-2005 I Director of Revenue Management- Hilton Corporation Boston Cluster

Responsible for total revenue strategies, price optimization and analysis.

2000-2002 I Regional Manager of Revenue Analysis, Marriott Offshore Resorts

Responsible for the revenue management strategies, analysis and recommendations for Marriott and JW Marriott in Mexico.

Additional Experience

In addition to my revenue management experience, I combined 10 years of experience with Hilton International in England, Canada, the Bahamas, USA, and Tunisia as an opening Director of Business Development for the new British Colonial Hilton in Nassau Bahamas, Director of Sales & Marketing at the Windsor Hilton in Canada and Area Business Process Specialist for Hilton International Head Office in England, responsible for Fidelio Sales & Marketing implementation and training.

My past experience allows me to shift my style and work with the pace/needs of various cultures.