

Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Jamie L. Peng		
2. Your Title: Vice President, Revenue Mgmt + Distribution		
3. The Entity(ies) You are Representing: AH+LA		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2013. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.		
n/a		
6. Please attach your curriculum vitae to your completed disclosure form.		

Signature: _____



Date: _____

5/20/16

INSTRUCTIONS FOR COMPLETING THE TRUTH-IN-TESTIMONY DISCLOSURE FORM

In General. The attached form is intended to assist witnesses appearing before the Committee on Energy and Commerce in complying with Rule XI, clause 2(g)(5) of the Rules of the House of Representatives, which provides:

(B) In the case of a witness appearing in a nongovernmental capacity, a written statement of proposed testimony shall include a curriculum vitae and a disclosure of any Federal grants or contracts, or contracts or payments originating with a foreign government, received during the current calendar year or either of the two previous calendar years by the witness or by an entity represented by the witness and related to the subject matter of the hearing. (C) The disclosure referred to in subdivision (B) shall include (i) the amount and source of each Federal grant (or subgrant thereof) or contract (or subcontract thereof) related to the subject matter of the hearing; and (ii) the amount and country of origin of any payment or contract related to the subject matter of the hearing originating with a foreign government. (D) Such statements, with appropriate redactions to protect the privacy or security of the witness, shall be made publicly available in electronic form not later than one day after the witness appears.

Please complete the form in accordance with these directions.

1. ***Name, Title, Entity(ies) (Items 1-3 on the form).*** Please provide the name and title of the witness and the entity(ies) on whose behalf the witness is testifying.
2. ***Governmental Entity (Item 4).*** Please check the box indicating whether or not the witness is testifying on behalf of a government entity, such as a Federal department or agency, or a State or local department, agency, or jurisdiction. Trade or professional associations of public officials are not considered to be governmental organizations.

Grants and Contracts (Item 5). Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2013. For each Federal grant (or subgrant thereof) or contract (or subcontract thereof) related to the subject matter of the hearing, please include the amount and source of each. For each payment or contract originating with a foreign government related to the subject matter of the hearing, please include the amount and country of origin of each. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.

3. ***Curriculum Vitae (Item 6).*** Please attach your CV to your completed disclosure form.
4. ***Submission.*** Please sign and date the form in the appropriate place. Please submit this form with your written testimony. Please note that under the Committee's rules, copies of a written statement of your proposed testimony must be submitted before the commencement of the hearing. To the greatest extent practicable, please also provide a copy in electronic format according to the Electronic Format Guidelines that accompany these instructions.

Jamie Pena

I am a driven and passionate about the strategic aspect of the hospitality business. My skill set is a unique blend of Operations, Sales and Revenue Management which provides a balanced approach to strategy and the ability to collaborate with multiple disciplines and business owners while maintaining an analytical approach to each challenge. My strengths are driving change and results through the organization while simultaneously gaining consensus from multiple stakeholders

EXPERIENCE

Jan'15 – Current

Vice President of Revenue Strategy & Global Distribution

Omni Hotels & Resorts

- Lead Revenue Strategy for the brand – YTD 2016 RPIPC +2.4% thru May 7th
- Strategic business leader for corporate resource allocation including marketing, online advertising and partner marketing
- Oversee Call Center Operations for the brand including 240 associates in six different locations including Loyalty Services for Omni Hotels along with the Global Hotel Alliance
- Lead operational and strategic efforts for global distribution for the brand including all partnerships from 3rd parties

Oct '12 – Dec '14

Area Director of Sales & Marketing

Corporate Director of Group Strategy (Dual Role)

Omni Hotels & Resorts

- Provide revenue strategy leadership over six consecutive Market Share growth years for the Omni Hotels & Resort brand
- Project Leader in development of automated group pricing tool (GroupREV) for the brand in coordination with Rainmaker including implementation and training for the field. Usage rates within the first six months exceed 90% overall and correlate directly to Group Sales Conversion and Revenue Pace YOY
- Conduct in depth Revenue Management Reviews on property throughout the brand at opportunity hotels including Resorts, Convention, Core and Boutique hotels
- Oversee Sales & Marketing efforts for three markets: San Francisco, Los Angeles and Chicago
- Project Manager for Salesforce.com implementation for the Global Sales Organization
- Created, built a brand wide Meeting Planner Package Builder tool for the Omni Brand designed to drive overall profitability while enhancing the group customer experience
- Provide Revenue Strategy Training and Presentations to both internal and external audiences including Customer Panels, Sales Training University and Revenue Management Training Environments

April '09 – Sep '12

Corporate Director of Revenue Applications

Omni Hotels & Resorts

- Achieved highest RevPar Index in Brand history in 2010, 2011 and 2012 consecutively
- Oversaw Government Market for Brand with increased room nights of 25% over previous year
- Implemented automated connectivity with Expedia for the brand resulting in greater parity, placement and contributing to \$4M in additional top line sales for the brand
- Implemented Demand Position reports with TravelClick for the brand including report design and field usage and adoption and later the Demand360 Platform for property and enterprise editions
- Responsible for all aspects of discipline training regarding revenue strategy for key leadership positions within the Sales & Marketing discipline and new General Managers
- Oversee new property transitions including all distribution and CRS aspects including two four diamond resorts, two Convention Hotels and several City Center Hotels
- Primary contact with MICROS for CRS functionality, enhancements and website integration

- Overall Project Manager for new Revenue Initiatives including Dynamic Packaging and Upgrade for a Fee both resulting in \$1M of incremental sales each year for the brand annually and growing
- Primary contact with Rainmaker overseeing revenue maximization efforts through precision pricing through the transient yield application, GuestREV
- Conduct Revenue Reviews and Budget Planning Meetings across the brand to assist with Strategy, Pricing and Deployment

March '08 – March '09 **Assistant General Manager**

Dallas Marriott Suites at Market Center

- Exceeded 2008 Top line Budgeted Sales of \$11.5M which was \$59k over budget and \$535k over previous year
- Achieved market share of 140.7% which was up 3.1% over last year with a ranking of 1 of 6 for occupancy, average rate and RevPar
- Ended 2008 ranked #2 hotel in overall guest satisfaction within the Western Region and #1 in Problem Experienced within the Western Region
- Initiated GREEN program throughout the hotel resulting in 10 tons less waste in 2008 and earning the Energy Star award.

April '04 – Feb '08

Director of Market Strategy

DFW Revenue Management Office, DFW Airport Marriott

- Revenue Leader over \$68M of top line sales for eleven hotels consisting of two markets, four brands and four different management companies
- Ten of Eleven hotels grew RevPar Index in 2006 including Marriott Solana, the most improved RevPar Index for MHRS in the Western Region for the year
- Pioneered premium room pool initiatives at both full service hotels which yielded Corporate & Above Mix growth of 2.8% at DFW and 5.9% at Solana for 2006.
- Designed structure and pricing of Meeting Planner Packages which contributed to huge meeting room rental gains at both hotels: \$1.2M at DFWAP which is the highest revenue in the Western Region and \$336k at Solana which is 43% over LY.
- Created & Delivered Sales Training Sales Leaders with emphasis on Funnel Management for Texas, Los Angeles and Orange County Markets
- Created and Delivered Funnel Management Training for D.C. Launch of Sales Force One for RSO
- Certified facilitator of National Sales School specializing in Revenue Analysis and MARSHA Basics
- Implemented THRM to DFW Cluster

Sep '06 – Nov '06

Interim Director of Sales & Marketing

DFW Airport Marriott

- Served as Interim DOSM during maternity leave where I oversaw office tasks such as goal setting, bonus processing, weekly sales meeting, manager raps, training and hiring of staff.
- Lead year end push for crossover room nights which ended 30% over our goal
- Worked very closely with the Texas Regional Sales Office on transition to San Antonio. This included two visits to the office where I conducted formal classroom training as well as individual training.

Apr. '03 – March '04

Senior Sales Manager

Dallas Event Booking Center

- Represented 32 hotels including Renaissance Dallas
- Highest Single Revenue Winner, 2nd Quarter 2003
- Highest Total Revenues Winner, 4th Quarter 2003

Feb. '01 – Mar. '03

Cluster Revenue Manager

DFW Revenue Management Office, DFW Airport Marriott

- Traditional Revenue Management for seven hotels including multiple brands and management companies including Columbia Sussex, Western International, John Q Hammons and Regent Hospitality
- Included in Sales Team of the Year Award, 2002

Oct. '99 –Jan. '01 **EBC Director**
Dallas Event Booking Center

Sep. '97 –Sep. '99 **EBC Account Manager**
Dallas Event Booking Center

Apr. '97- Aug.'97 **Catering Sales Manager**
DFW Airport Marriott

Apr. '95 - Mar '97 **Food & Beverage Manager**
DFW Airport Marriott

AFFILIATIONS & AWARDS

Member of Smith Travel Customer Advisory Board 2015 - Current
Member of TravelClick Customer Advisory Board 2012-Current
Member of Rainmaker Customer Advisory Board 2011-Current
Certified Meeting Planner 2001-2012
HSMIA ROC Conference Speaker, 2012, 2015
NALO Revenue Management Team of the Year for Marriott, 2006
NALO Revenue Management Super Star Award for Marriott, December 2006
Member of Marriott Western Region Revenue Leadership Council, 2007 - 2008
Member of Marriott Texas Sales Office Advisory Board, 2007 - 2008
Member of Training Cadre for Marriott National Sales Schools, 2007-2008
Member of Marriott Western Region Diversity Council, 2007-2008
Marriott Revenue Management Team of the Year, Western Region 2005
Marriott Chairman Circle, 2003
Marriott Top Revenue Booked for EBC Sales, 1999

EDUCATION

University of Texas at Austin

1995, BBA in Marketing