

Kristie Dickinson

Vice President

Ms. Dickinson has more than 13 years of hotel operations, development and hospitality advisory experience. As Vice President, Ms. Dickinson is responsible for supporting the strategic planning efforts for all hotels under asset management, with a focus on sales and marketing effectiveness, market positioning, segmentation and rate strategy development. Ms. Dickinson oversees special projects including feasibility and financial analyses in support of ROI projects, operational enhancement, property acquisition and exit strategies. She has actively participated in numerous highest-and-best use analyses, studying a wide variety of hospitality and residential land uses, as well as coordinated the entitlement process in support of a major resort master-planned development. Ms. Dickinson is a liaison on property transactions, coordinating the communication and data transfer process for all property refinancing and disposition activity. Ms. Dickinson is also responsible for CHM's corporate imaging, including advertising and public relations efforts, corporate collateral and website design, as well as supports corporate business development efforts developing marketing strategies, creating presentations and proposals. Ms. Dickinson has authored numerous articles, case studies and chapters for industry publications and is responsible for CHM's quarterly newsletter.

Professional Experience

- Capital Hotel Management: Vice President, Boston, MA
- PwC: Associate, Boston, MA
- Horwath Landauer: Associate, Boston MA
- Doubletree Hotels Corporation: Manager, Development and Franchise Sales, Boston, MA

Education and Credentials

- Bachelor of Science in Hotel Administration, University of New Hampshire

Areas of Expertise

- Property sales and marketing strategies
- Development/redevelopment consulting and management
- Market and financial feasibility analysis
- Strategic planning
- Highest-and-best-use analyses
- Asset management and monitoring
- Corporate imaging, marketing and public relations

Contributing Author

- CHM Quarterly Asset Management Newsletter
- CapEx 2007: A Study of Capital Expenditures in the Hotel Industry
- Hotel Investments Issues & Perspectives, Fourth Edition (*Negotiating the Hotel Management Contract*)
- Hotel Asset Management: Issues & Perspectives, First Edition (*Asset Management's Impact on Value Case Study*)
- Hotel Asset Management: Issues & Perspectives, Second Edition (*Best Practices in Maximizing Food & Beverage Profitability*)