

Nancy Peel

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OBJECTIVES

To build, strengthen and improve knowledge base assets representing the unique customer experience of the company or brand. To improve the distribution, communication and training of those assets enabling employees to meet and exceed brand promises and customer expectations.

SKILLS

- Self-directed and creative problem solver; effective with limited resources
- Enthusiastic and effective communication and presentation skills
- Strong leadership skills; highly organized, detail oriented, people person

EXPERIENCE

Principal | **CXMCMX, LLC**

January 2008 - Present

Designed eight-hour service training curriculum for young adults entering the service sector focused on seven basic universal skills and behaviors used to develop unique and memorable service interactions and solutions.

Director of Standards Development & Content Management

| **LRA Worldwide, Inc.**

February 2002 – Present

Collected, supplemented and improved guest experience standards and business process content for hospitality, banking, retail, homebuilding, gaming and healthcare clients. Created service models integrating critical branding philosophies. Designed tools and activities to train employees. Developed print and web formats to present business content. Implemented project scopes, timelines and other management tools to successfully accomplish objectives.

EXPERIENCE (CONTINUED)**Selected clients include:**

- Sol Meliá Hotels –Guest Experience standards and branded service models for six brands
- Starwood Hotels & Resorts, Food & Beverage North American Division – Project Manager and Instructional Designer for F&B University 18 hour training program
- Aramark (numerous divisions including Parks and Resorts, Sports and Entertainment, Business Services, Higher Education and Aramark Harrison Lodging.) Developed Customer Experience Standards and business process documentation. Implemented four websites.
- Hard Rock Hotels & Casinos – Rhythms of Hospitality Service standards for 25 guest touch points
- Hard Rock Hotel & Casino Biloxi – Edited and compiled 2,100 pages of Hotel, F&B, IT, Slots, Housekeeping and Guest Service Manuals
- First Niagara Bank – Service Model and associated guest interaction standards
- Delaware North Companies (standards for dining, lodging, gaming, concessions, retail and other areas.)
- Churchill Downs Inc. – Guest Experience standards
- Canterbury Park – Service Model and standards
- NetJets – Call Center Guest Experience standards
- Boyd Gaming, Tunica MS, (gaming, lodging and dining standards, training and implementation tools)
- Albertsons Grocery Stores– Service Model and standards; implementation and training tools
- Quest Diagnostics – Patient Experience standards
- Farm Credit Canada – Customer Experience standards
- Live Nation Amphitheaters – Customer Experience standards
- Shea Homes – Trilogy Brand – Member and Guest Experience standards
- WCI Luxury Home Builders – Foundational standards and Home Owner experience standards
- KOA (Kampgrounds of America)– Arrival Experience and Service Model
- Choice Hotels – Cambria brand –guest contact standards to launch brand and Clarion Collection Franchise standards.
- Wyndham Hotels – Ramada and Super 8 brand standards focused on guest experience and Super 8 standards website linked to the intranet

EXPERIENCE (CONTINUED)

Principal | Knowledge Base Consulting

January 2000 - Present

Created unique knowledge base content and tools communicating branded customer experiences and business processes. Selected projects are detailed below.

Hotel 1000, Seattle WA

Compiled and helped define Hotel 1000's opening standards and manuals for all guest facing departments and interactions. Integrated brand defining service philosophies into documentation to bring life to the service culture and vision of Hotel 1000.

Starbucks Coffee, Seattle, WA

Information architect for Starbucks Coffee International Global Business Systems Website (a secured extranet for international market business partners.) Worked with internal teams to transform and document "tribal knowledge" into repeatable business practices used to open and operate Starbucks Coffee stores in the international markets. Awarded the "Spirit of Starbucks" recognition.

Tarsadia Hotels, Newport Beach, CA

Information architect for Tarsadia Hotel intranet website (designed to complement and work with MS SharePoint.) Compiled, edited and mapped website content. Integrated key brand messages into content. Designed information templates. Created Help topics and user implementation guides.

Harrah's Entertainment Inc, Las Vegas, NV

Information architect for Harrah's Hotel Operations website (a secured intranet site designed to be integrated into Harrah's InSite intranet.) Edited and mapped website content. Designed information templates for website. Worked with web development resources to design and implement self-audit tool pulling standards from the content database.

Troon Golf, L.L.C., Scottsdale, AZ.

Produced corporate standards for food and beverage, golf operations and agronomy. Extracted key brand messages from divergent documents to create compelling orientation and service-training documents inspiring the delivery of world-class golf experiences.

EXPERIENCE (CONTINUED)

Director, Standards and Quality Assurance - Westin | Starwood Hotels & Resorts

July 1998 – December 1999

Directed the design and execution of the Westin Brand Intranet (a dynamic SQL database) providing an interactive forum for the communication of the Westin Brand ideals, standards and procedures. Database of 4,000 reference topics (English, French and German text), forms, spreadsheets and PDF files, accessed by 1,000 global users in 115 locations viewing over 190,000 pages in 1999 (average activity: 53 users logging on, viewing 740 pages daily).

Conceived and implemented Westin's quality assurance inspection and reporting program; authored database encompassing 1,500 standards; managed the inspection and reporting process of 80 hotels. Created analytical reporting and training tools focused on brand articulation to elevate hotel performance and guest satisfaction sustaining Westin's reputation as the industry leader in upscale hotel brands.

Manager, Franchise Administration | Westin Hotels & Resorts

July 1995 – July 1998

Managed Westin's franchise product; interfaced with legal counsel to create a franchise administration system to support 32 hotels worldwide. Organized the annual update of the Uniform Franchise Offering Circular; electronically documented the highly collaborative revision process. Developed and implemented franchise compliance systems including Westin's Franchise Conversion Tool Kit (a training and hotel conversion manual) and a two-day licensee orientation program.

Other Corporate / Hotel Positions | Westin Hotels & Resorts

September 1981 – July 1995

Details available on request

EDUCATION

Michigan State University

B.A., School of Business Administration, Hotel Restaurant Institutional Management

University of Washington

Certificate Program in Project Management