



PLEASE ATTACH PHOTO:
 -Business head shot
 -Colored
 -White Background

SALES AND MARKETING LEADER CATEGORY

Coverage: Regular employees of a Member-Property who lead and orchestrate at least two (2) or more activities/functions which *directly/indirectly define, or shape, the Sales and Marketing strategy* to secure and/or implement business revenue streams.

Examples of positions which fall under this category include the following - Director of Marketing, Director of Sales, and Director of Sales and Marketing.

PART 1: CONTACT DETAILS

Instructions: It is important that active contact account details are indicated so that Organizers can reach you for further information, if needed.

INFORMATION	NOMINEE	NOMINATOR
Last Name, First Name, MI		
Organization		
Position		
Email Address		
Mobile #		
Landline #		

PART 2: RELEVANT BACKGROUND INFORMATION ON THE NOMINEE NAME

Instructions: Please ensure that the correct name (including spelling) of the NOMINEE is indicated as this will be used in the HSMA's permanent records.

INFORMATION	NOMINEE
Last Name of Nominee	
First Name of Nominee	
Middle Name of Nominee	
Name Extension If any (Jr. Sr. III etc.)	
NICKNAME	



WORK EXPERIENCE IN THE HOSPITALITY INDUSTRY

*Instructions: To allow the Organizers and Judges to better appreciate the achievements and/or accomplishments which are being presented, please provide information on the past to current work experiences of the NOMINEE in the HOSPITALITY INDUSTRY (hotels, resorts, airline, restaurants, travel agencies, government-related agencies, etc.) **ONLY**. While these will not score points, it will enrich the Organizers' and Judges' assessment of the NOMINEE's approach, to real situations and circumstances, to complete the accomplishment and/or achievement cited.*

ORGANIZATION/ESTABLISHMENT/ COMPANY	POSITION	START DATE (MM/DD/YY)	END DATE (MM/DD/YY)
TOTAL CUMULATIVE YEARS IN THE HOSPITALITY INDUSTRY			



PART 3: ACCOMPLISHMENTS AND/OR ACHIEVEMENTS

Instructions: Only accomplishments and/or achievements from the period 01 July 2020 to 30 June 2021 will be considered will be considered for this Virtus Awards cycle. Please provide concrete details, through the following questions, on achievements and/or accomplishments by the NOMINEE which highlight creativity and innovation in:

- *Retaining target demographics*
- *Creating new markets*
- *Delivering enhanced benefits to customers*
- *Inspiring others through their leadership*
- *Building mentoring relationships for next generation leaders in the industry.*

3.A. ACTUAL ACCOMPLISHMENTS AND/OR ACHIEVEMENTS

During the pandemic, what difficulties confronted the nominee in the performance of his/her usual duties? How were these handled? Cite actual situation/s (occasion/date/place/client etc.) encountered/pursued/initiated by the NOMINEE which demonstrated exemplary performance of his/her job as well as results in terms of sales/contracts supported, systems improved, client-groups satisfied, property facilities/amenities enhanced or any other value-adding outcomes. Personal recognitions, citations, awards and the like, received during the covered period, may be included.

Quantify in terms of Php, pax, time, area etc. More than one (1) situation may be cited.

Weight: 40%

Maximum Words: 200

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3.B. CUSTOMER SERVICE ORIENTATION AND BUSINESS SPECIFIC KNOWLEDGE

From any of the achievements and/or accomplishments submitted in Question 3.A above, please elaborate on the personal effort of the NOMINEE in exercising initiative, resourcefulness, creativity and persistence, specific to dealing with the difficulties which evolved during the pandemic. This is an opportunity to highlight the NOMINEE's customer service orientation and business-specific knowledge and combine all acquired knowledge in adapting to the evolving constraints presented by the pandemic.

Quantify in terms of Php, pax, time, area etc. More than one (1) situation may be cited.

Weight: 20%

Maximum Words: 100

3.C. TEAM WORK AND INTER-PERSONAL RELATIONSHIPS

The pandemic affected everyone and spared no one. Please elaborate on how the NOMINEE was affected by the pandemic and how he/she still continued to collaborate and/or cooperate with colleagues from within the property to achieve a common goal (from any of the achievements and/or accomplishments submitted in Question 3.A above); or with those outside the property in the exercise of fair competition. Explain the significance of role performed. This is an opportunity to highlight the NOMINEE's work ethics, teamwork, inter-personal relationships and communication skills.

Quantify in terms of Php, pax, time, area etc. More than one (1) situation may be cited.

Weight: 20%

Maximum Words: 100



3.D. COMMITMENT TO CONTINUING EDUCATION

Given limited, if not absent, opportunities for learning during the pandemic, please cite the NOMINEE's efforts to continuously equip him/herself with new knowledge to cope with changes in the business environment; as well as initiatives to share knowledge, formally and/or informally, with others in the Property or Industry. The pro-active development of future leaders may form building blocks in the growth of the hotel and resort industry.

Quantify in terms of Php, pax, time, area etc. More than one (1) situation may be cited.

Weight: 20%

Maximum Words: 100

PART 4: DECLARATION

We hereby declare that the facts and accompanying information stated in this NOMINATION FORM FOR SALES AND MARKETING LEADER CATEGORY, are true, correct and verifiable, to the best of our knowledge, and satisfy the eligibility criteria of the VIRTUS AWARDS.

If this nomination makes it into the SHORTLISTING of candidates for further evaluation, we consent to submit additional information which the HSMA Organizers and Judges may require. We understand that the information will be used by the Organizers and Judges in evaluating the Final Awardees and we consent to the use of such information for that purpose.

Finally, if selected as a Finalist or Award Recipient, we hereby authorize the release and use, in connection with the VIRTUS AWARDS for 2021 and henceforth, of our names, our Property's Name, non-financial information, photographs, video and audio recordings of us in any form of media and from whatever source.

Signature over Printed Name/NOMINATOR

Signature over Printed Name/NOMINEE

Date: _____

Date: _____