



# SALES AND MARKETING LEADER CATEGORY

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

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 HSMA can reach you for further information, if needed.*

| INFORMATION               | NOMINEE | NOMINATOR |
|---------------------------|---------|-----------|
| Last Name, First Name, MI |         |           |
| Organization              |         |           |
| Position                  |         |           |
| Email Address             |         |           |
| Mobile Number             |         |           |
| Landline Number           |         |           |

## 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<br>If any (Jr. Sr. III etc.) |         |
| NICKNAME                                    |         |

## WORK EXPERIENCE IN THE HOSPITALITY INDUSTRY

**Instructions:** To allow HSMA 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 HSMA's 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) |
|---|----------|-----------------------|---------------------|
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| <b>TOTAL CUMULATIVE YEARS IN THE HOSPITALITY INDUSTRY</b> |          |                       |                     |

### **PART 3: ACCOMPLISHMENTS AND/OR ACHIEVEMENTS**

**Instructions:** Without deviating from the original objectives of retaining/creating markets, enhancing customer benefit and satisfaction as well as setting higher institutional standards in the industry, this Virtus Awards cycle 2022 intends to recognize special efforts made from the **period 01 July 2021 to 30 June 2022** which helped transform the industry positively, leading to better leisure experiences and client/public engagement, amidst a very difficult business environment.

More than just best practices which are developed and improved over time, HSMA would now like to focus on unique programs/projects which may have fast-tracked a member-property's transition to get out of an "adapt and survive" past. This Virtus Awards cycle is looking for **SPRINGBOARD** opportunities, game-changing **PIVOT** points with **BREAKTHROUGH** results.

#### **3.A. ACTUAL ACCOMPLISHMENTS AND/OR ACHIEVEMENTS**

The past two (2) years presented prolonged and intertwined obstacles (quarantine alert levels, travel restrictions, safety protocols, infection, etc). Specifically in the hotel and resort industry, these uncertainties obscured the vision to advance sales and market planning. There may, however, have been narrow windows of opportunity to get out of the situation. The ability to quickly spot and grab these opportunities may be an indication of the nominee's deep familiarity and thorough understanding of the business.

What **BREAKTHROUGH** opportunities were encountered by the property during the period? Which ones were seriously considered and pursued? Characterize the effort as either: diversification, differentiation, upscaling, rebranding, revival, new business stream, etc.

How did it serve as a **SPRINGBOARD** to regain sustainable business status in a post-pandemic scenario? What barriers did it **BREAKTHROUGH** and what other programs can it branch-out now into - whether actual, in the pipeline or envisioned?

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

### 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 towards moving the property to a BREAKTHROUGH situation. The capability to navigate the property through the process will support the NOMINEE's well-rounded knowledge of the business and the industry.

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 push the BREAKTHROUGH momentum (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.

Or, given the saying "Experience is the best teacher", what lesson and/or skill can the NOMINEE draw from this entry and share with other members of the industry?

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 and Judges may require. We understand that the information will be used by HSMA 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 2022 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

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DATE

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