

C. MICHAEL GIBSON

CHIEF EXECUTIVE OFFICER – GIBSON HOSPITALITY VENTURES

MG

PROFILE

Accomplished Chief Executive Officer with 40 years of experience in building multimillion-dollar hospitality organizations, expanding operations to include 50+ branded hotels, and systematically aligning people, processes, and resources to achieve award-winning success.

Team building strategist with a penchant for cultivating inclusive environments, establishing process-excellence across diverse property portfolios, and leveraging executive-level vision to focus teams toward increasing profitability while positively impacting surrounding communities.

CAREER SUMMARY

- 40+ years in executive leadership within the hospitality industry
- Oversees 50 hotels with 6,000 rooms and 1,000+ staff
- 25+ new hotel openings since 2010 with a history of identifying high-ROI opportunities and leading expansion
- Track record of achieving #1 rankings from Marriot, Hilton, and IHG hotels
- Expertise in acquiring and turning around failing operations to produce strong YOY gains in revenue/margin
- History of integrating cutting-edge technology and processes to increase efficiency and workforce utilization
- Experience in building world-class teams that exceed expectations
- B.A. – Arkansas State University

CONTACT

 (865) 567-2911

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 Knoxville, TN

PROFESSIONAL EXPERIENCE

Gibson Hospitality Ventures | Knoxville, TN

Chief Executive Officer | 2000 – Present

Providing strategic operational oversight and building industry-leading teams for an organization with 50 nationally-branded hotels, 6K+ rooms & 1K+ staff.

- Opened over 25 new hotels in less than 10 years by leading multidisciplinary teams and working with investment partners to identify areas of opportunity, determine untapped market segments, and manage construction projects from concept to grand opening
- Turn-around specialist with a proven track record of identifying and acquiring underperforming properties, rebuilding processes from front desk management to marketing, and working with executive staff to standardize excellence across each hotel
- Provides staff with positive mentoring and coaching while championing mission, values, and objectives to gain buy-in and produce top-level gains
- Leverages future-focused leadership to create an entrepreneurial culture dedicated to presenting guests with best-in-class service that continuously exceeds expectations
- Impacts profitability and efficiency by resolving operational bottlenecks, integrating KPIs and analytics to evaluate performance, and implementing Lean Six Sigma principles to refine protocols
- Acts as communication point person for multidisciplinary teams, and achieves quality continuity across a 50-property portfolio by developing autonomous leaders acutely focused on common goals

Business Development & Strategic Planning

- Developed a highly successful hotel management company from the ground up, identified market expansion opportunities in high-potential areas, and directed the construction and ongoing management processes for 25 hotels
- Cultivates key industry relationships and maintains franchisee licenses with Marriott International, Hilton Hotels Corporation, and InterContinental Hotels Group while also obtaining the Starwood Preferred Management Company designation
- Leverages outstanding investor relationship strategies and banking partnerships to build long-term, mutually beneficial relationships grounded in trust, transparency, and exemplary integrity
- Maintains an excellent track record of providing investors with strong ROI by expertly selecting opportunities and implementing streamlined operational processes to increase efficiency, reduce operating costs, and produce significant profit margins

Operational Leadership, Infrastructure Development, and Financial Strategy

- Continuously increases company-wide efficiencies by promoting/implementing advanced software and enterprise-level ERP systems that dramatically improve metrics visibility while allowing real-time decision making across both operational and financial processes

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Gibson Hospitality Ventures continued...

- Significantly reduces new construction costs by negotiating complex terms to align costs with market values while also overseeing contract development with contractors/vendors to control costs
- Ensures construction projects are completed on time and within budget goals by providing project management team with the tools, training, and motivation necessary for success
- Maintains best-in-class quality by consistently selecting outstanding contractors/vendors and analyzing performance track records, capacity, pricing, lead times, and quality control processes

Marketing & Pricing Strategy

- Consistently produces excellent YOY occupancy growth through advanced internet marketing strategies comprised of Search Engine Optimization, Search Engine Marketing/AdWords, and website structure optimization designed to improve rankings on Google, Bing, and Yahoo
- Works closely with marketing team to accurately identify target markets and develop marketing strategies specifically aligned to regional demographics and socioeconomic factors
- Maximizes revenue potential within each property by promoting responsive pricing methodologies and equipping hotel General Managers with extensive training to effectively manage room rates and controls

Team Building & Leadership

- Provides exceptional leadership to all levels of staff by leveraging extensive real-world work experience in nearly every facet within the hospitality industry including front desk, cook, kitchen manager, general manager, and executive roles
- Increases team productivity and produces measurable gains across all KPIs by deploying continuous improvement methodologies while training GMs to provide positive, goal-driven leadership
- Improves employee utilization, satisfaction, and retention by accurately identifying employee strengths/weaknesses and promoting excellence as a core competency
- Builds high-performance teams and achieves employee buy-in through selective hiring processes, talent-based development techniques, and by promoting a guest-centric service model

RESTAURANT & BAR CONCEPTS

Dobbs House Inc. | Expansion Team Leader in Tennessee and Texas for an upscale theme restaurant and successfully opened 12 concept restaurants in Dallas, Houston, and Austin Texas

San Francisco | Co-owner for a three-restaurant development

Mcshea's Restaurant | CCO & Owner for a high-quality neighborhood concept | Knoxville, TN

Seasons | Knoxville, TN | Established a successful upscale concept restaurant | Knoxville, TN

Gibby's Bar & Dining | Launched a casual, neighborhood-style restaurant and bar | Knoxville, TN

Kitchen 919 | Upscale restaurant dining | Pigeon Forge, TN

Riverwalk Grille and Sports Experience | Pigeon Forge, TN

Tennessee National Tavern | Loudon, TN

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AWARDS & RECOGNITION

Marriott's Circle Partnership Award | 2020 & 2022

Marriott's Most Prestigious Award 2018

Gibson Hotel Management, Inc. is an approved preferred development, management, investment, and operations group recognized by Marriott, Hilton, Hyatt, Wyndham, and IHG Companies

Hilton, Marriott, IHG, Wyndham, and Choice Hotels Award Winner | 2001 – 2019

Tennessee Hotelier of the Year Award
TN Hospitality Association | 2000 & 2011

Hilton Garden Inn, Myrtle Beach/Coastal Mall, SC
9th Consecutive Outstanding Quality Assurance Evaluation

Holiday Inn Express & Suites, Kodak TN
Received the IHG Torchbearer Award | 2012

Fairfield Inn & Suites, Cookeville TN
Received the Marriott Diamond Award | 2007 - 2014

Fairfield Inn & Suites, Sevierville TN
Received the Marriott Silver Award | 2010 - 2014

Fairfield Inn Owensboro, KY
Received the Marriott Silver Award | 2010 - 2014

Holiday Inn Express and Suites Hotel in Kodak TN
Winner of the 2012 IHG Torchbearer Award

Grand Caymanian Hotel | Resort Mgmt. & Renovation | 2012 Rebranded Holiday Inn Resort

C. Michael Gibson
2012 State Leadership Award from the American Hotel & Lodging Association

The Hilton Garden Inn Myrtle Beach
Outstanding Quality Assurance Designation | 2012

The Fairfield Inn & Suites by Marriott Cookeville TN
Received the Marriott Diamond Award | 2013

TN Most Valuable Volunteer | American Hotel & Lodging Association | 2012

The Fairfield Inn by Marriott Owensboro Kentucky
2012 Marriott Gold Award

The Fairfield Inn and Suites Sevierville Kodak
2012 Marriott Gold Award

The Comfort Suites Manchester TN
2012 Trip Advisor Traveler's Choice Award

The Comfort Suites Manchester TN
2012 Choice" Gold Award (Top 10% of their Brand)

Marriott Courtyard Alcoa Airport
Jan-June 2008 Platinum Award for Guest Satisfaction

Element Westin Preferred Management Company |
2006 - 2007

Hilton Garden Inn
2006 Ramp Up Award for new hotel development

2001 Industry Leadership Award TN Hospitality Education Council

IHG Holiday Inn Express - Alcoa, TN
2000 Newcomer of the Year Award for new hotel development

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COMMUNITY INVOLVEMENT – STATE ASSOCIATIONS

Chairmen Board Member | Tennessee Hospitality Association | 2 Years

Arkansas State Alumni Association

Pi Kappa Alpha Scholarship Sponsor

Pi Kappa Alpha Alumni Association

St. Jude Research Hospital Contributor

Supporting Member | Tennessee Special Olympics

Chairmen Board Member | Greater Knoxville Hospitality Association

Founding Member & Chairman | Tennessee Hospitality Education Foundation 501 (c)(3)

Habitat for Humanity Award | Raised \$50K in Donations

Supporting Member | Raised \$75K+ | Several Catholic Charities including the Samaritan House

Annual Corporate Sponsor | Tennessee Hospitality Education Foundation 501 (c)(3) | 2012 – Present

Founding Board Member | Pellissippi Community College Restaurant & Lodging Curriculum

Knights of Columbus | Worthy Sir Knight, Fourth Degree

Annual Corporate Sponsor | The Nationally Recognized Wounded Warrior Turkey Hunt Weekend

Supporting Member | Ladies of Charity | Knoxville, TN

Supporting Member | St. Labre Indian School

EDUCATION

Bachelor of Arts

Arkansas State University, Jonesboro, AR

MILITARY EXPERIENCE

United States Navy