



Bridge
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CHOICE HOTELS

Strategic Projects Director

<https://www.choicehotels.com>

The Organization:

Choice Hotels International (NYSE: CHH) is one of the largest and most successful lodging companies in the world. Choice currently franchises more than 6,800 hotels, representing 500,000+ rooms, in over 35 countries and territories. Ranging from limited service to full service hotels in the economy, mid-scale, and upscale segments, Choice-branded properties provide business and leisure travelers with a range of high-quality, high-value lodging options throughout the United States and internationally.

The Role:

The Strategic Projects Director will have a unique job rotation opportunity that will hold key responsibilities leading projects and/or teams in 2-3 different areas of the business. These areas may include Analytics, Strategy, Loyalty, Technology, Finance, and Franchisee Operations and occur over a two to four-year period.

The Directors in these roles are strategically rotated between three or more assignments at regular intervals to provide exposure to a variety of verticals within the organization.

Based in Choice's corporate office, located in Rockville, MD, a suburb of Washington, DC, the Director will help drive strategy and develop and implement related programs. The assignments are each designed to directly drive key levers of Choice's business objectives and simultaneously provide opportunity for exposure and experience in building critical skills and competencies in preparation for broader scope and next level assignments. Most critically, these roles will provide the Director with an opportunity to drive P&L and gain insights into the organization's operations.

Location: Rockville, Maryland

Reports to: Senior Director, Organizational Development & Learning

Why Choice?

- Selected by Forbes as one of "America's Best Mid-Size Employers"
- Selected by the Human Right Campaign as a Best Place to Work
- Collaborative, dynamic, and entrepreneurial culture.



Position Summary:

Primary Responsibilities

Finance:

- In this rotational experience, you will analyze and advise senior management on investment opportunities that drive the company's long-term growth. This includes gathering experience with key real estate, M&A, and other internal strategic opportunities to improve the financial health of the organization. In addition, you will analyze revenue and costs to assess the company's actual and forecasted performance compared to the business plan and recommend opportunities for improvement. You will develop the credibility and savvy to represent Choice to auditors, relationship banks, financial advisors, and other key external stakeholders to ensure the appropriate capital allocation strategy and financial oversight. Finally, you will collaborate with various departments, discussing corporate objectives, and aligning future growth paths.

Technology:

- In this rotational experience you will collaborate with key leaders to determine a best-in-class agile technology investment process which includes processes, cadence, and project scoping. Enhance the best-in-class technology investment process (including documentation, scoping and participation from leaders) to increase transparency, accelerate IT execution, and support the business in meeting its key objectives. As Choice has grown, all major initiatives have included significant technology investment. Concurrently, the competition has increased its investment in technology. Additionally, as Choice has expanded successfully into the upscale hotel market segment, technology is the gateway towards maintaining growth in the segment. Technology resources are in demand and require strategic evaluation of each investment in support of long-term growth.

Franchisee Operations:

- In this rotational experience you will work to unify and market franchisee profitability initiatives to increase support of franchisee profitability to further solidify owner loyalty to the Choice platform. You will enhance the franchisee success system framework and implement plans to improve gaps in performance. You will establish a progression for Choice to further develop existing capabilities, as well as drive profitability and franchisee portfolio growth.

Strategy:

- In this rotational experience you will conduct research and planning related to Choice's corporate organizational strategy to support work effort that accelerates Choice's dominant position in the midscale hotel market segment and capture growth opportunities that align with corporate objectives and long term strategic plans.

Consumer:

- The experience of the consumer is critical to the overall success of Choice's franchisees and to the organization. As Choice expands its footprint in upscale and extended stay, this role will work with the strategy, digital commerce and loyalty teams to innovate Choice's programs, to create unique value that makes Choice's hotels stand out to guests.



Analytics:

- In this role, you will help develop and implement analytical plans that result in specific, actionable recommendations to improve the effectiveness of Choice's Marketing and Distribution initiatives to drive resource allocation decisions. This role will also provide management of dissemination of integrated analytics and new insights for Choice's upscale brands leveraging both brand-level and property-level data.

Leadership Expectations:

- Achieve department goals while leveraging and collaborating with resources across a variety of key business areas.
- Navigate change and lead others through change with intent and skill.
- Coach and support others through effective dialog.
- Support, direct, evaluate, and develop a team.
- Establish continual learning through taking risks and learning from both success and struggles.
- Anticipate and plan requirements for related business initiatives in partnership with business management.
- Identify and track key analytics to measure and understand impact and outcomes.
- Lead by example in demonstrating and driving Choice's Cultural Values within the team and across the enterprise.
- Foster constructive associate relationships across the organization - understand associate needs and facilitate effective communication channels between leaders and associates.
- Communicate vision and direction that motivates and energizes the team.
- Utilize critical skills, such as negotiating with customers or management or attempting to influence senior level leaders regarding matters of significance to the organization.

Travel:

- Travel required; approximately two-three times per quarter but varies by business needs and assignments

The Person:

Required Skills:

- Ten years' experience; with a minimum three years leading people.
- Results oriented with the ability to balance multiple business considerations and priorities.
- Ability to establish credibility, effectively collaborate, influence others, build relationships, and work effectively with associates at all levels.
- Proven ability to recruit, train, and motivate employees to balance staffing strength and develop future leaders.
- Entrepreneurial spirit, with a hands-on, roll-up-the-sleeves mentality.
- Executive presence and excellent interpersonal, oral, and written communication skills.



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- Proven budget management experience - financial awareness and cost control.
- Proven problem-solving, negotiating, decision-making, and conflict resolution skills.
- Ability to prepare and communicate clear and compelling messages to senior leadership.
- Technical proficiency.
- Must be able to uphold Choice's Cultural Values of collaboration, performance excellence, sense of urgency, openness to innovative ideas, inclusion & diversity, integrity & trust, customer focus, and respect.

Education:

- Bachelor's degree in Business Management or related field. Master's degree a plus.

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To learn more about this opportunity, please contact:

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