

JEFF BRAINARD

VICE PRESIDENT, HOSPITALITY AND SALES
HOSPITALITY DIVISION, SOUTHERN MANAGEMENT COMPANIES

*Hospitality Visionary Reinventing the Future of
Property Management*

ABOUT JEFF



Jeff Brainard is a hospitality professional with nearly 30 years of experience spanning six states and Washington, D.C. He currently serves as Vice President, Hospitality for Southern Management Companies, overseeing the company's hotels and a resort. Brainard leads operations, sales, marketing, and revenue operations including a team of 400 full-time employees and 700 seasonal staff. Brainard guides his managers to succeed in their roles by maintaining a strong and productive work culture. He participated in the creation and development of "Destination Earth," Destination Hotels' green program designed to reduce properties' carbon footprints and improve operational efficiency. Brainard believes it is critically important to teach both strategic and tactical planning for property leaders to adapt to an ever-changing environment of guest and group expectations and demand factors.

BRAINARD HAS BEEN FEATURED IN:

- Lodging.com
- The Washington Post
- Washington Business Journal
- Baltimore Business Journal
- NBC

A SAMPLING OF
MEDIA COVERAGE

BRAINARD HAS SPOKEN AT A VARIETY OF EVENTS:

- Panel member at NY Hotel Show, 2014
- Panel member at NY Hotel Show 2015
- BD West 2014
- BD West 2016
- Guest lecturer – Coastal Carolina University

BRAINARD IS A MEMBER OF:

- Maryland Tourism Coalition (MTC)
- Maryland Hotel & Lodging Association
- Hotel Sales and Marketing Association International (HSMIAI)

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BRAINARD IS AVAILABLE TO SPEAK ABOUT:

- Managing Operations of Single or Multi-Property Hotels and Resorts
- Innovative Ways to Increase Hotel and Resort Sales
- Best Practices in Marketing Hotels and Resorts
- Understanding Demand and Outlook in Hospitality
- Pricing Strategies to Sell Rooms and Book Meetings
- Improving Operational Efficiency to Decrease Costs
- Creating Environmental Programs to Reduce Carbon Footprints
- Managing and Maintaining LEED Certification
- Challenging Thought and Process Across Hospitality Teams
- Maintaining a Strong and Productive Work Culture
- Adapting to the Ever-Changing Needs of Guests and Groups



Southern Management Companies – a privately held real estate firm – owns and manages 24,000 apartment-homes, office centers, 4 boutique hotels and a ski resort –all in the mid-Atlantic region. Established in 1965, Southern employs more than 1,500 people. Southern Management Companies is the recent recipient of four regional awards: The Maryland Performance Excellence Award, Washingtonian Magazine’s “Great Places to Work,” Baltimore Sun’s “Top Work Places” and Baltimore Magazine’s “Best Places to Work.”

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