
Robert Griffith

August 17, 2022

Dori Petee
Executive Assistant

Dear Dori:

I am writing to express my interest in applying for the Board of Directors vacancy for District 2.

I am a resident of District 2 and believe that I have the experience to make me a viable candidate. I have previously held positions on the City of Desert Hot Springs Planning Commission (Chair), and City Council (Mayor Pro Tem). I am very familiar with civil law, government codes and regulations, and the rules and processes of Board decisions.

I would appreciate being given the opportunity to be chosen for the interview process for the position. I am attaching my resume and a list of references for you.

Sincerely,

Robert Griffith

ROBERT W. GRIFFITH

Desert Hot Springs, CA 92240 • 760-333-4248 • robertgriffith615@gmail.com

EXECUTIVE SUMMARY

Visionary leader with comprehensive management experience. Record of training, directing, and inspiring team members to excel. Outstanding interpersonal, team building and communication skills. Performs well in dynamic and multi-faceted environments. Resourceful problem solver. Analytical, innovative, and articulate.

CORE COMPETENCIES

| | | |
|------------------------|------------------------------|----------------------|
| Strategic Planning | Profit & Loss Accountability | Logistics Management |
| Training & Development | Process Improvement | Quality Assurance |
| Customer Relations | Revenue Management | Digital Marketing |

PROFESSIONAL EXPERIENCE

El Morocco Inn & Day Spa. Desert Hot Springs, CA (2016 – Current)
Managing Director

Hired as part-time innkeeper. Promoted to Managing Director after overseeing spa facilities improvements.

- Managed operations of 13 - room boutique inn and spa.
- Increased spa sales 58% first year; 31% for 2019.
- Increased room revenue 11%; increased overall revenue 19%.
- Developed spa protocols and new spa services, day spa packages and stay packages.
- Introduced new skin care products for sale at spa.
- Revamped and drafted new web site content for spa, day spa services, packages and extra amenities.
- Improved consistency of positive reviews on Yelp, TripAdvisor, and other social media sites.
- Strengthened and improved branding through networking and travel industry contacts.
- Implemented revenue generating program.

BIKE PALM SPRINGS. Palm Springs, CA (2014- 2017)
Counterperson.

- Oversaw all daily operations of bike rental store.
- Provided top-notch customer service for patrons.
- Reviewed contracts for completeness.
- Cleaned and maintained bikes and related equipment.
- Provide recommendations for bike routes, points of interest.

CROTHALL SERVICES GROUP. Wayne, PA (2005 –2011)

Held leadership roles for a leading food and facilities management services company in North America; supported key clients during tenure; Certified Crothall Foundations Training Manager.

Patient Transportation Director, Community Regional Medical Center, Fresno, CA.

- Rolled out and implemented successful Diagnostic Imaging transport program from unit based to central management model, increasing productivity.
- Installed “best board” and incentive program to highlight top performers.
- Recruited, oriented and oversaw training for 15 new employees.
- Achieved department goals within 80 days of contract start.

Patient Transportation Director, Hahnemann University Hospital, Philadelphia, PA.

- Increased productivity 15%; decreased response times 20%.
- Reduced dialysis wait time by 50% for deliveries and 60% for returns.
- Conducted facility-wide equipment inventories; Implemented equipment maintenance procedures.
- Installed “best board” and incentive program to highlight top performers.
- Reduced costs, sick time and labor resources in a highly volatile unionized environment.
- Added ED Admissions to existing scope of services.
- Member of Hahnemann Utilization Management Committee.

Patient Transportation Director, Antelope Valley Hospital, Lancaster, CA

- Rolled out successful Diagnostic Imaging transport program from unit based to central management model.
- Decreased trip times from 27 minutes to 21 minutes in 6 months and outliers from 90 minutes to 35 minutes.
- Initiated ER transport program, resulting in a trip increase of 257 %; freed up 300 hours of nursing time previously spent transporting ER patients.
- Installed an equipment repair and preventative maintenance program. Consistently operate within departmental budget.
- Reduced costs, sick time and labor resources through attrition in a highly volatile unionized environment.
- Increased Customer satisfaction rate by 15%, Patient satisfaction by 12% in 4 months.
- Active member of Patient Throughput Committee & McKesson HIS Implementation team.

Assistant Director, Virginia Mason Medical Center, Seattle, WA

- Managed training, performance, and response times; oversaw staff of 75.
- Decreased trip times from 26 minutes to 19 minutes in 6 months and outliers from 60 minutes to 30 minutes.
- Selected by senior management to assist in other facilities as needed.

Dispatcher, Virginia Mason Medical Center, Seattle, WA (February 2005 – March 2005)

- Directed staff of 74 and helped manage communication flow.

EDUCATION

UNIVERSITY OF PHOENIX

Bachelor of Science/Global Business Management: 12/2014

Associates of Arts in Business Management : 12/2008

Volunteer/Civic

City of Desert Hot Springs – Chair, Planning Commission 2021

City of Desert Hot Springs – Councilmember; Mayor Pro Tem 2019-2021

Desert Hot Springs Historical Society – President: 2021 - Current

Desert Hot Springs Hotelier’s Association – President 2019-Current

City of Desert Hot Springs – Planning Commissioner – 2018-2019

2019 Greater Palm Springs Convention and Visitor’s Bureau Oasis Award Winner

Palm Springs International Shortfest: 2015

Palm Springs International Film Festival: 2013-2015

Kittyland Cat Rescue : 2015

Valley Animal Center: 2012

References

Bruce Abney – Former Owner, El Morocco Inn & Day Spa
760-641-6657

Scott Matas, Mayor, City of Desert Hot Springs
760-902-1924

Charles Maynard – Former City Manager, City of Desert Hot Springs
415-720-2660

Jennifer Mizrahi, City Attorney, City of Desert Hot Springs
323-559-3424