ROSEMARIE STORY-PONZOHA

General Manager & Sales Executive | Hospitality Industry

Olympia, WA 98512 · [redacted] · [redacted]

EXECUTIVE SUMMARY

Results-driven hospitality executive with over a decade of progressive leadership in hotel sales and general management. Proven ability to develop high-performing teams, drive revenue growth across multiple business segments, and represent properties with the highest standards of integrity and professionalism. Deep expertise in competitive market strategy, client relationship management, and operational excellence within the full-service hotel environment.

CORE COMPETENCIES

Hotel Sales Strategy • Revenue Management • Team Leadership & Development • Business Development • Contract Negotiation • Client Relationship Management • Competitive Market Analysis • BAR / LNR / Group / STREAM Segments • Hospitality Operations • Community & Government Relations

PROFESSIONAL EXPERIENCE

General Manager / Director of Sales

Best Western Tumwater-Olympia Inn | Olympia, WA | *May 2013 – Present*

- Oversee all aspects of hotel operations and sales strategy, driving consistent revenue performance across BAR, LNR, Group, and STREAM business segments.
- Lead, mentor, and develop a cross-functional team, cultivating a culture of accountability, professionalism, and continuous improvement.
- Develop and execute competitive sales strategies to aggressively pursue and secure new corporate, government, and group accounts.
- Manage property through full-scale remodel phases, maintaining operational continuity and staff morale throughout transitions.
- Build and maintain strong relationships with clients, community stakeholders, and the general public to elevate the hotel's market presence.
- Deliver persuasive sales presentations and negotiate contracts, consistently meeting or exceeding established sales targets.
- Monitor competitive set and local market trends to inform pricing, positioning, and promotional strategies.
- Represent the property at industry events and community engagements, upholding the highest standard of hospitality professionalism.

BOARD & CIVIC LEADERSHIP

- Thurston County Tourism Promotion Area (TPA) Board Member – Contributed to regional tourism strategy and hospitality industry advocacy.
- Thurston County Board of County Commissioners – Participated in county-level governance and community development initiatives.

LEADERSHIP PHILOSOPHY

Committed to leading by example with transparency, dedication, and a genuine investment in team success. Thrives in dynamic, fast-paced environments by combining strategic thinking with hands-on problem solving. Passionate about sharing knowledge, fostering professional growth, and delivering exceptional guest experiences that reflect the values of the organization.

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Time to Take Survey	3 minutes, 50 seconds

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Advisory Board, Commission, and Committee Application

Complete the below application fields and use the upload feature to attach a letter of interest, resume, or any other documents showing your current qualifications and interests.

*** 1. Name**

Rosemarie Story-Ponzoha

*** 2. Address**

5188 capitol Blvd SE Best Western Tumwater-Olympia Inn
Tumwater WA 98501
USA

*** 3. Phone**

[redacted]

*** 4. Email**

[redacted]

5. Select the option(s) you are interested in serving:

Lodging Tax Advisory Committee

*** 6. Use this field to upload a cover letter, resume, or any additional documents to share qualifications and interests:**

Rosemarie Story-Ponzoha Resume.pdf